

AMERICAN GAS ASSOCIATION

Monthly

MARCH
1950



SAVE! IN CLEVELAND,

**You Can Heat a 6-Room House
with what you save on fuel alone**

**when you use
GAS
for these
FOUR BIG JOBS!***

IMAGINE! For what you *save* when you use GAS for your four big appliances,* you can heat a 6-room house with gas!

When you use GAS, you get the *lowest* operating cost for your four big appliances. The cheapest competitive fuel commonly used costs from 15 cents per month (for refrigeration) to \$5.15 a month (for water heating). **MORE** than GAS does!



SEE HOW YOU SAVE!

*Services Performed by Modern Appliances	Monthly Cost of GAS <small>(Based on Statistics Published by U.S. Dept. of Labor, and Confirmed by Our Customers' Average Consumption in Cleveland.)</small>	Monthly Cost of Most Generally-used Competitive Fuel <small>(Based on figures widely published in the Cleveland Area.)</small>
Cooking	\$.61	\$ 2.10
Water Heating	1.15	6.30
Refrigeration	.57	.72
Clothes Drying	.59	1.74
Total Monthly Cost	\$2.92	\$10.86

So, with GAS, you SAVE \$7.94 per month—

or \$95.28 per year . . . more than enough to cover the cost

of GAS heating for a modern 6-room house

**SAVE TIME! SAVE WORK! SAVE MONEY!
SAVE EVERY WAY WITH GAS!**

The **EAST OHIO GAS** *Company*

TELEVISION! Watch Louise Winslow "Through the Kitchen Window"—Tuesday, Wednesday, Thursday at 2 p.m., WNRK, Channel 4

**YOU SAVE
EVERY WAY
WITH GAS!**

WITH GAS COOKING

Gas is fast! You get full heat instantly—any heat you want from summer to winter, go the automatic, non-clog lifetime burners . . . without a warm-up, waiting period. And you get exactly the degree of heat needed to cook foods just right . . . in the shortest time possible! When you turn the gas off . . . food left on top burners stops cooking at once, too! No wasted heat . . . no over-cooking with left-over heat! And together with this fuel economy—you save on the low price of your gas range and its installation . . . you save repair and burner replacement costs . . . and you save with the low cost of gas! The new automatic gas ranges have all the latest work and time-saving features.



**WITH GAS
WATER HEATING**

Again, the speed of GAS gives you top performance! Because water heats faster with gas, you always have a supply of hot water on hand no matter how much you use. Only gas gives you all the hot water you need for bathing or household use . . . at low cost. Hot water—at the temperature you select—is there when you need it!



When you buy a gas water heater, you save space and dollars, too! Your automatic, underfired, insulated gas water heater costs less to buy, is smaller gallon for gallon . . . fits into a small room. Built to last, your modern gas water heater saves maintenance costs. And of course, gas is so inexpensive, you save on fuel cost.

**WITH GAS
REFRIGERATION**

With no moving parts in the freezing unit to wear out, you save major repairs. A written guarantee on the refrigeration unit, thermostat, and gas burner, comes with your gas refrigerator . . . assurance that it will last years longer!



Silent forever, your gas refrigerator preserves food perfectly . . . and economically, too—because gas is the economy fuel.

Inside, the gas refrigerator is roomy—with big frozen-food compartments, 2 big vegetable fresheners, and adjustable shelves to make every inch count! Full Fiberglas insulation cuts operating cost to a minimum.

**WITH GAS
LAUNDRY DRYING**

Speed's gas dries your laundry in short order, cuts fuel consumption and drying time to a minimum. Instant heat starts the clothes drying at once . . . you're through sooner!



Fluff-dried by tumbling action, clothes are free of deep wrinkles. Many of them need no ironing! Every day a perfect drying day every day to save time, money, and work with your automatic gas clothes dryer. Low in first cost, your gas clothes dryer needs virtually no repairs—and you save further with gas—the economy fuel.

● This strong competitive advertisement with a novel approach appeared recently in metropolitan and foreign language newspapers in Cleveland



This month's cover: Meter repairman hard at work on one of the "cash registers of the gas industry." Photograph by Mel Jones, Southern California Gas Co., Los Angeles

RENEWED vigor with which the gas industry is attacking its problems is evident again this month. . . . For example, the Association has initiated an intensive drive to insure that food service chains will use all-gas equipment. In one month alone, gas utility representatives contacted 600 of the country's leading chain organizations. . . . Another type of practical approach is being organized at regional meetings on the Spring Style Show—a national gas range promotion patterned after the highly successful Old Stove Round Up. . . . The new county-by-county survey of residential gas service offers invaluable help for expanding local merchandising efforts. . . . New answers to major issues are being developed by A.G.A. research groups. New levels of quality and performance are assured by the appliance testing program of the A.G.A. Laboratories. Members and non-members alike are finding the A.G.A. library a veritable gold mine of information. . . . While the Association increases the industry's stature on the national scene, individual companies are putting across their stories to the public. Two feature articles in this issue illustrate how farsighted management is supplementing good deeds with good public relations.

JAMES M. BEALL
MANAGER, PUBLICATIONS
JAC A. CUSHMAN
EDITOR
RICHARD F. MULLIGAN
ART SUPERVISOR

EDITORIAL OFFICES:
AMERICAN GAS ASSOCIATION
420 LEXINGTON AVE., NEW YORK 17, N.Y.

CONTENTS FOR MARCH 1950

FEATURES

TRENDS IN GAS PRODUCTION—by T. L. Robey	2
"CHAIN GANG" KEEPS COMMERCIAL GROUPS ALL-GAS	6
PATTERN FOR SALES EXPANSION	9
NO SUBSTITUTE FOR GOOD PUBLIC RELATIONS	10
PROVING GROUND FOR COMMERCIAL APPLIANCES—by Milton Zare	14
OPEN HOUSE IN JACKSON	17
A. G. A. LIBRARY AT YOUR SERVICE	18

SECTIONS

ACCOUNTANTS READY FOR DETROIT	20
ST. LOUIS GATEWAY TO PROGRESS	23
DISTRIBUTION MEN ON THE MARCH	25
ALL ABOARD FOR EASTERN NATURAL	27
RESEARCH LEADS WAY TO NEW ERA	29

DEPARTMENTS

INDUSTRIAL RELATIONS ROUND-TABLE	28
INDUSTRY NEWS	30
PERSONAL AND OTHERWISE	36
ASSOCIATED ORGANIZATION ACTIVITIES	38
CONVENTION CALENDAR	39
PERSONNEL SERVICE	40

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Trends in gas production

By T. L. ROBEY

Coordinator, Gas Production

Research, American Gas Association

Until just a few years ago the means of gas production were practically traditional—one produced either coke oven or carburetted water gas, or in some cases a mixture of the two. The location with respect to fuel sources had some influence on the operation, as would be expected. Growth in many companies was slow but relatively steady. This growth was met almost without notice by the necessary main and plant extensions. Over-all, this was a calm and profitable era that ended with World War II.

Out of war necessity the growth of many companies was mushroom-like and was accompanied by disproportionate increases in costs. Rate structures were largely static. In the face of greatly increased costs returns dwindled to a low in the year following the war's end and improved only quite recently, partially due to reduced oil fuel prices.

Today the situation is that in order to maintain earnings in the face of war-engendered increases in cost it is necessary, primarily, to seek means of producing a less expensive gas. In view of the costs of extending underground distribution systems today additional pressure has been placed upon the gas engineer to produce not only more gas at lower cost but also gas of increased heat content to avoid capital expenditures for distribution extensions.

There is still a further complication—the peak load has increased quite rapidly. How rapidly is illustrated by these actual figures from a large mixed gas company.

Year	SENDOUT MMCF		
	1927	1937	1947
Min.	52	74	109
Ave.	73	115	179
Max.	93	159	309

In other words, while the minimum load was doubling, the maximum tripled. This situation would have been worse ex-

cept that special steps were made to increase minimum loads.

So now the factors affecting production are the same as they were in the golden era mentioned, plus the complications accentuated by peak load requirements and distribution systems. To these factors may, of course, be added today's paramount emphasis on location—that is, the pipeline distance from Texas. From this it is obvious that the trends in gas production are first to a cheaper gas and second to higher Btu.

These problems may be met in several ways. First, an inspection of fuel costs will indicate that the cost per therm of coke is highest, natural gas lowest, with oil and coal in between. Thus the partial or complete replacement of coke fuel will produce the greatest relative saving. This can be done by reforming heavy oil, substitution of coal for part of the coke, or by reforming natural gas—the latter producing the greatest savings.

Use of catalysts in the production of gas is now a reality. The work of the Gas Production Research Committee in this connection so stimulated the industry and equipment manufacturers that five catalytic reformers are now in operation. In addition, one equipment manufacturer has developed a water gas set conversion for the cyclic catalytic reforming of natural gas.

Successful application of catalytic reforming to gas production has further increased the flexibility of operations. Originally thought of as a low cost peak load operation, the

process has advantages as a summer base load operation in locations where natural gas is used for mixing—i.e. substitution for coke—using water gas sets in the summer.

Several methods are available for producing high Btu gases. For making oil gas of 1,000 Btu there is the twin-shell method in which the generator and carburetor shell of a set are converted to the heating-and-gasifying chambers. Good results are obtained using low carbon oils up to about six percent Conradson carbon.

A much less expensive conversion is the method used in Washington, D. C. In this case the heating chamber is the generator as before, but is now oil-fired. The remainder of the set is unaltered except for removing the backrun pipe. Gas oil fuel is indicated.

As the result of work by the Association's Gas Production Research Committee under the PAR Plan, the Hall High Btu Process was developed. The Hall Process utilizes an arrangement of two generators and two superheaters and full regeneration to produce 1,000 Btu gas from light to heavy oils.

Some processes are still in the developmental stage. A large oil company has taken a quick look at oil gas manufacture using the Thermoform method. Institute of Gas Technology in Chicago is working on a continuous method of oil gas production using the fluidized technique. Other interesting work is being done on gas production by several manufacturers.

So much for currently available processes. Now to examine

Current trends point to greater use of natural gas and the development of more efficient and more economical methods of manufactured gas production



briefly the other side of the question—load, and more particularly, peak load.

How big is the heating load? It may surprise some, but of all the energy utilized in this country today about one quarter is used for space heating, that is using all fuels—wood, coal, oil, gas and electricity. Of the estimated 12 trillion horsepower hours consumed in the United States 28 percent are estimated for space heating. It is also estimated that 54 percent of this energy is supplied by coal, 15 percent by oil and but ten percent by gas.

If it is assumed, for example, that 20 percent of the coal space heating is converted to gas this means an additional trillion cubic feet, a sizeable quantity of 1,000 Btu gas, and a severe peak load situation.

The current answer to this question of space heating gas is clear. There are two parts: getting a cheaper gas and getting rates for this gas that will maintain earnings. Some sort of restriction on house heating is indicated for many cities.

The most immediate opportunity for reduced operating costs, as mentioned before, appears to be in the use of natural gas for enriching and reforming. Thus in the winter by enriching blue-producer gas mixtures present day carburetted water gas plant capacities may be doubled. It is interesting to note that

one company calculates the stand-off price of oil under these circumstances as less than \$1.00 per barrel or 2.4 cents per gallon. In the summer period, reforming using one of the two catalytic methods cited, will decrease the swings in the pipeline load factor and simultaneously reduce or eliminate solid fuel handling.

Many companies contemplate going all the way to straight natural gas. This, of course, raises the peak production question. We have some answers—high Btu oil gas is one; underground (and other) storage is an important factor and likely to become more so as heating load increases.

Natural gas areas

In areas that have had natural gas for some years and serve some 75-90 percent of their domestic customers with gas for space heating the winter peak may be 7-10 times the summer base load. When this is compared to areas in which only 5-10 percent heating saturation exists a very clear idea of the kind of problem that confronts us is obtained.

However, with the greatly increased use of natural gas we must face the question—not for years perhaps—of how much gas is there.

What are the fuel reserves in this country? The 1948 American Gas Association figures are:

Coal	3,100 billion tons
Oil	23,280 million barrels
Natural gas	174 trillion cubic feet, or double 1940 figure.

When will the supply vs. demand picture dictate so high a cost of fuel that it will become economical to manufacture either oil or gas? It is difficult to predict when that time will come except that it will undoubtedly come well in advance of real depletion. The oil industry and the Government are already engaged in research for the production of liquid fuels.

It is also difficult to predict what the standoff price may be. It can be assumed, however, that \$1.00 might be a reasonable point of departure.

The obvious source of fuel will, of course, be coal—assuming that energy conversion such as is common today will be used.

Various estimates of the recoverable fuel reserves have been made. The figure given includes lignite and represents coal within 3,000 feet of the surface. It further assumes that bituminous and anthracite coal seams can be mined down to 14-inch thickness. A review of the reserve figures for coal is currently being made by the Bureau of Mines. Important changes may be noted.

The location of these coal deposits is of the utmost importance. About two-thirds of the reserve on heating value basis is west of the Mississippi river and in locations in which the water supply is either not good or missing. The importance of this factor will be apparent when it is realized that to make a thousand feet of gas by the Lurgi Process 140 gallons of water are required. It seems that some compromise will be necessary on the problem of plant location, considering transportation of material, availability of water and location of market.

There is still another problem: Extraction of the necessary coal from the ground in an enormous and constant stream must be guaranteed—this might require drastic social as well as technological changes.

What are the processes? In general the qualified technologists of the country more or less tacitly agree that continuous gasification in a mixture of oxygen and steam offers the best possibilities. In this type of process there are

Attention gas industry photographers!

● The MONTHLY announces its 1950 *frontispiece illustration contest* open to photographers who are members of the Association or who are employed by member companies.

● Prizes are ten dollars for each photograph selected for publication as a frontispiece illustration in the MONTHLY. Photographs will be selected principally for their pictorial excellence but *must* be related to the gas industry. Artistic expression of gas industry operations and the personal element are desired.

● Contestants preferably should submit glossy black and white prints not less than eight by ten inches, unmounted. Vertical rather than horizontal pictures are required. Please look at past frontispieces in the MONTHLY for general style before taking pictures.

● Each entry should be accompanied by a 25-word caption.

● Photographs which have appeared in other publications will not be accepted for the contest but no restriction will be placed on the use of entries following appearance in the MONTHLY.

● Please send all photographs to: American Gas Association MONTHLY, 420 Lexington Ave., New York 17, N. Y. Be sure to exercise care in wrapping so that pictures will not be bent or otherwise marred.

several variations which can be illustrated by the Winkler, Lurgi and slagging Leuna generator and suspension processes. Of these by far the greatest amount of work is being done on the suspension method. At Louisiana, Mo., the Bureau of Mines has an extensive plant which is expected to make synthesis gas from coal by the Kopper's dust gas process. This demonstration plant for a daily capacity of two MM synthesis gas will require about 28 tons of powdered fuel, 24 tons of oxygen and 35 tons of superheated steam.

Research work at Institute of Gas Technology is also attacking this problem but under conditions that avoid mechanical grinding—use of the jet pulverizer and cyclonizer—and will operate slagging to avoid much of the dust removal problem. First results are most promising.

Another organization is approaching the problem through the Lurgi type process, the main distinguishing feature being gasification at 300 psi. A good-sized pilot plant has been successfully operated. It may be said that we have, in all this research, a form of insurance against the depletion of natural supplies of gas.

Expect new processes

To summarize: The trend is to natural gas, wholly or in part, due almost entirely to its being the least expensive fuel. Peaks will be absorbed by high Btu oil gas and storage. In locations where natural gas is not available oil gas will be used either to increase the value of sendout gas or to produce a 1,000 Btu gas. Oil alone is not a sufficient answer unless the price can be stabilized at about one dollar per barrel and adequate and continuous supply can be maintained.

In the future we can expect new processes, large base load plants, probably located away from industrial centers, which will synthesize gas of about 1,000 Btu. It is difficult to visualize the cost of such gas at less than 75 cents per 1,000 and probably nearer \$1.00. The pressure of demand vs supply will force additional research in the direction of developing more economical gas production and storage processes and the more even utilization of fuel.

Largest gas water heater drive opens



D. A. Bell (extreme right), president, Colorado Master Plumbers Association, and vice-president, Rocky Mountain Gas Association, receiving new Buick sedan and two \$1,000 savings bonds as grand national prize winner among dealers in 1949 Court of Flame automatic gas water heater sales campaign. Congratulating the winner are: Roy G. Munroe (extreme left), and G. B. Buck (kneeling left of center), both officials of Public Service Co. of Colorado; and representatives of participating firms

THE GAS INDUSTRY'S largest and most colorful gas water heater sales campaign swung into action early this month from coast to coast. Record sales for 1950 are the objective of the campaign which will continue with increasing promotional speed and energy for seven months.

Announcement of the new sales drive was made by Ralph L. Towne, chairman of the sales promotion committee of the gas water heater division, Gas Appliance Manufacturers Association. The 1950 effort will be an even more intensive follow-up on a drive which enlisted hundreds of gas company salesmen and 10,500 gas water heater dealer salesmen in 1949.

Last year's effort helped to sell more than 1,350,000 automatic gas water heaters and brought percentage gains of automatic gas water heater sales to the top of the gas appliance market. The 1950 drive is expected to exceed this figure.

Grand national winner in the 1949 Court of Flame campaign for dealer salesmen was D. A. Bell, Denver, Colo., who was awarded a new Buick sedan. He also received a \$1,000 U.S. Savings Bond for greatest number of sales of Court of Flame automatic gas water heaters in his region. In addition, he received a \$1,000 bond for his over-all effort in selling the largest number of types and sizes of water heaters in his region. Mr. Bell, who is president, Colorado Master Plumbers' Association, and President of Bell Plumbing & Heating Co., Denver, was also a winner in quarterly contests throughout the year.

Winner of a companion contest for gas company salesmen was Michael N. Barbour, Michigan Consolidated Gas Co., Detroit. He won a Buick sedan for leading all divisions in sales of Court of Flame top-quality gas water heaters. He also received a \$1,000 bond

for being top man among gas company salesmen in sales of all types and sizes of automatic gas water heaters.

Runners-up and the first ten winners in each division received bonds ranging from \$100 to \$1,000 in the dealer salesmen division, and from \$50 to \$1,000 in the gas company division.

Stanley C. Gorman, director of the new campaign, stated that all 32 sponsoring gas water heater manufacturers will attach Court of Flame tags to each water heater. These tags will be similar to those used in 1949 but sufficiently different to avoid confusion. The "All Aboard" railroad theme will be the identifying slogan for the 1950 campaign. Hundreds of valuable merchandise prizes will be offered as rewards for ingenuity and effort.

Advance support for the new drive is being provided by American Gas Association which is tying-in during February and March with a "Size 'Em Up" campaign among utilities. Purpose of this effort is to prepare the way for the Court of Flame program, stressing such objectives as: getting utility sales forces in order; getting dealer plans working; training all salesmen adequately, and surveying market potentials.

Starting in February 1950, A. G. A. initiated a special three-month national advertising drive devoted to water heating. Copy stresses the slogan "For Hot Water Magic Gas Has Got It." GAMA is supporting this effort with trade press advertising in plumbing and gas magazines throughout the entire campaign.

Details of the new Court of Flame drive were distributed in a special announcement broadside which was mailed last month to 94,000 dealers, jobbers, wholesalers and utilities. Additional broadsides and information letters will be distributed by manufacturers and GAMA.



Elmer H. Lerch (left), Gas Industry Chain Contact representative for Rochester Gas & Electric Corp., examining kitchen plans with George H. Ferris, restaurant manager of Neisner Brothers, variety store chain. Mr. Ferris is national president, International Stewards' & Caterers' Association

"Chain ganglee

a PAR activity

One day last fall, James V. Hall from Northern Indiana Public Service Co., Hammond, Ind., stopped in at the South Bend office of Jacob Hoffmann, president of the Hoffmann Hotels Company.

Mr. Hoffmann's organization operates a number of hotels on the lines of Northern Indiana Public Service and others in Illinois and Michigan. Mr. Hall's call was made not as a representative of his company but as an official ambassador of the gas industry. Throughout that September, he and 116 other gas men of department head or supervisor level made calls on 600 of the country's leading food service chains. This marked the birth of the Gas Industry Chain Contact Program.

This program was developed to insure regular periodic contacts with the headquarters of the nation's leading food service chains such as hotels, restaurants, variety stores, drug stores, general merchandise stores and industrial caterers. Chains must have certain characteristics to come within the scope of the program. Only those that have their units on the lines of two or more gas companies and that operate as chains, that



All-gas kitchen at Neisner Brothers' Boston unit. This compact battery includes two fryers, three ranges and a combination broiler-griddle.

Keeps commercial groups all-gas

is, select their fuel and equipment at central headquarters, are included. Food service chains that have all their units on the lines of one company are that company's "baby" and are not included in this national program.

Mr. Hall is the fellow who sowed the seed for organizing the Chain Contact Program. It happened when he learned that a variety store in his territory was planning to install electric cooking equipment. He called at the local installation to try to get the job changed but was advised that all decisions regarding fuel and equipment were made at the company's headquarters in Pennsylvania.

Mr. Hall considered the job important enough to make the trip to the chain's headquarters and, naturally, he had gas specified. During his visit he learned that this chain operates 209 large variety stores all of which have restaurants. He also learned that no one from the gas industry had ever called on the man who selects the fuel and cooking equipment for this organization. On the trip he passed numerous gas companies including the one in the town where the chain headquarters is located. He began to wonder why it was necessary to travel all the way from Indiana to make this

call when the local gas utility could have one of its men make periodic calls, representing the gas industry.

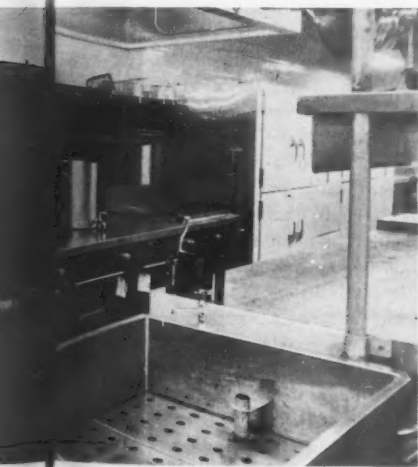
The same Mr. Hall was chairman of the Industrial and Commercial Gas Section's Food Service Equipment Committee at that time and at the next meeting of Section's Managing Committee he proposed that a program be put into operation which would guarantee regular calls on important food service chain organizations. The Managing Committee recognized the value of such a program and a plan was devised and approved.

To determine which chains should be called on, every known list of chain organizations that might be connected with the food service field was screened. These lists divulged some startling facts. It was found that there are 1,629 drug chains, 1,641 variety chains, 195 hotel chains in which there are 1,571 individual hotels housing a total of 307,298 rooms. Add to these chains the general merchandise stores and industrial caterers, and the number of chain organizations reaches over 4,100. There is no record of the number of individual units but the number would be astronomical.

Even though the lists of these chain organizations showed a fabulous num-

ber of organizations it did not give the information necessary to conduct the Gas Industry Chain Contact Program. For example, some of the variety and drug chains, although operated on the lines of two or more gas companies, may not include eating facilities. No mention is made of this. Other chains, particularly in the general merchandise and hotel fields, were found to have central ownership but operated as individual units with no central office or individual determining cooking fuel and equipment policy. It was soon discovered that the only way to get the necessary information about the individual chains was to have someone call on each one.

This was the first step in the Gas Industry Chain Contact Program. Gas companies were asked to provide a representative of appropriate importance to call on each of the chain headquarters located in that gas company's territory. All but a very few companies pledged their support of the program and provided a representative. Every type of gas utility was contacted if there was a chain headquarters in their territory. Straight gas companies and combination companies, privately owned and municipally



At the end of the battery is a gas-fired vegetable steamer. Objective of the Gas Industry Chain Contact Program is to keep such chains all-gas



Double-deck gas-fired bake oven shown in action above turns out the fine bake goods for which Neenan Brothers is noted. This particular bake shop is located in the firm's Rochester unit. The chain operates a total of 115 stores in which gas is the standard fuel for the equipment used

owned utilities—everyone got in the act.

In most instances the number of chains the representative was asked to call on numbered ten or less, and in an even higher percentage the utility had but one chain on its lines. In large metropolitan areas there was found to be a high concentration of chain headquarters. For example, there were 93 chains in New York, 55 in Chicago, 30 in Boston and 25 in Los Angeles. In most of these large cities the local utility was provided with help from gas companies in adjacent territories.

Next the cream of the original 4,100 chains was skimmed off and the representatives were asked to call on the top 600, or 15 percent of the nation's most important. As a result of the September 1949 call the list was narrowed down to 365. These organizations received

their second call during February 1950. The next call will be made during May 1950 and during February, May and September each year.

The Chain Contact Program is a long-range character effort. It is designed to build good will and a close relationship between the "official representative of the gas industry" and this important segment of the gas industry's commercial customers. It is not a program from which spectacular results can be expected on the first few calls, but one that will be built up over a period of time.

One of the advantages of the program has already been realized. Calls that were made in September 1949 have provided an accurate list of food service chains whose operations are the concern of more than one gas company. This list provides an opportunity for A.G.A. to

send mailings to these organizations.

On subsequent calls the Chain Contact representative will keep the customer up-to-date on the latest advances in gas cooking equipment. In some instances he may find it possible to give specific help on a particular job. During his conversation with these chain customers he acquires information regarding plans for new construction and alterations in territories beyond his own lines. This information is passed along to A.G.A. and channeled to the appropriate gas companies where it is helpful in forewarning the gas company of the changes that are to be made. It gives them a chance to prepare a proposal for the use of gas equipment well in advance, sometimes getting on the job before plans are definite. Should there be any contemplated use of competing fuel it is usually easier to change when the job is still in the planning stage.

Calls on chain organizations also give the customer a chance to air his complaints, should there be any. If the complaints are in the nature of objections to gas service the company concerned is advised. If they have to do with equipment, the manufacturer is notified. Chain organizations, particularly the large ones, are in an excellent position to give valuable suggestions on needed changes in equipment. Since they use large numbers of the same type appliance they can put their finger on shortcomings that are general. This can be a helpful guide to equipment manufacturers in the design and construction of appliances.

Chain Contact representatives are supplied with promotional and educational materials provided by A.G.A. PAR funds. These include such items as "Where To Get It," a directory of commercial gas cooking equipment; "A Comparison of Gas and Electric Cooking Costs in a Commercial Kitchen," which points out the economies of the use of gas equipment over its electric counterpart; copies of the A.G.A. publication, "Commercial Kitchens"; and the publication, "Cooking For Profit," which is sent each month to the individual who selects the fuel and equipment in these chain organizations.

Although still in its infancy, the Gas Industry Chain Contact Program has proved a forceful medium in retaining and expanding the commercial gas cooking load. Its value is still further attested by the news that competitors are planning a similar project.

Wenzel radio broadcast proves popular



Margaret Arlen interviewing George L. Wenzel, restaurant and hotel consultant, on her early morning radio broadcast. Mr. Wenzel is touring the country under sponsorship of local gas companies

GEORGE L. WENZEL, restaurant and hotel consultant, who is touring the United States and Canada under the sponsorship of local gas utility companies, took to the air waves last month. Mr. Wenzel was interviewed by Margaret Arlen, nationally-known woman broadcaster, on her program over WCBS.

In their discussion of food-buying and food preparation habits, Mr. Wenzel emphasized the need for the homemaker to know how to buy and cook meat, how to judge quality canned foods, how to buy fresh fruit and vegetables and how to cook food to preserve color, texture and vitamin content.

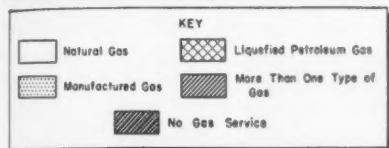
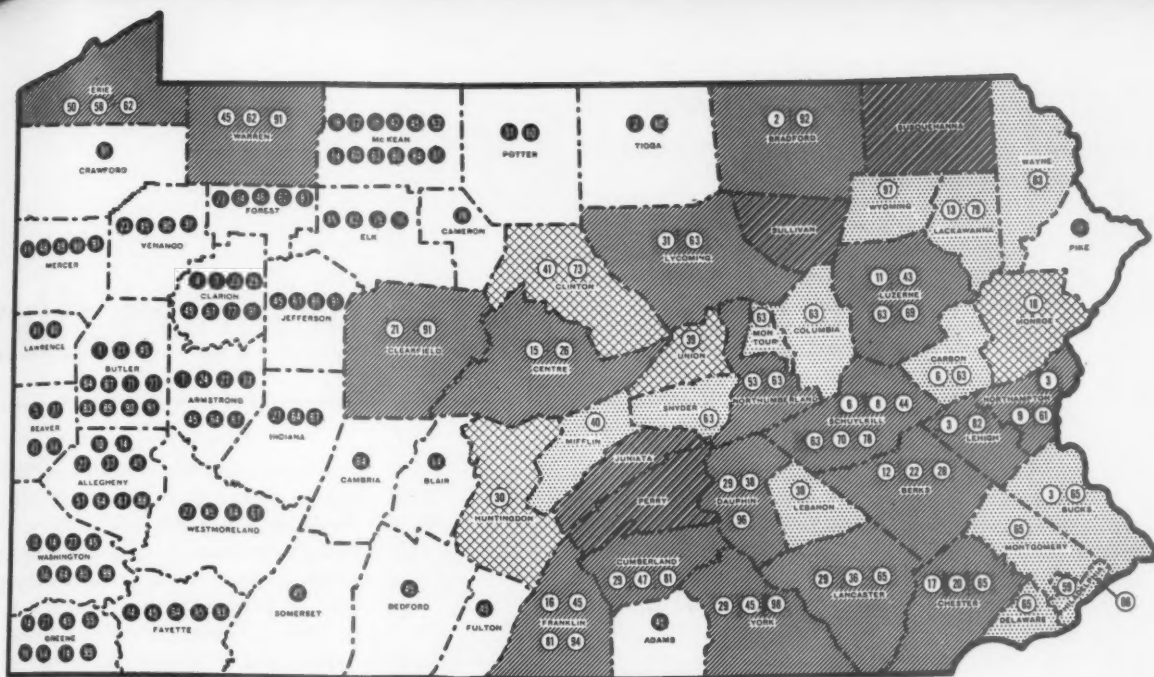
Identification with American Gas Association and the gas industry was established on the air with an offer of printed material avail-

able to all listeners. At the end of two weeks the total of requests from Maryland, New Jersey, New York, Connecticut, Rhode Island, Massachusetts and Pennsylvania was 2,039.

Miss Arlen stated that this was one of the highest number of listener requests ever received on her program.

Arrangements for Mr. Wenzel's interview were made by the A.G.A. Publicity Bureau. His current tour under gas company sponsorship features talks before restaurant and hotel operators on efficient restaurant operation.

Later in February, Miss Arlen interviewed over the air John J. Bourke, A.G.A. director of commercial gas cooking promotion. Mr. Bourke told his listeners what housewives can learn from restaurant owners.



PENNSYLVANIA: Above chart shows location of gas utility distribution systems in the state by counties (October 1, 1949). Similar charts for each state are contained in new A. G. A. Survey of Residential Gas Service. Numbers in the chart refer to companies identified in the survey

Pattern for sales expansion

Basic data for developing market potentials of major domestic gas appliances are provided in a "Survey of Residential Gas Service" by counties which was published last month. Prepared by Bureau of Statistics, American Gas Association, the publication provides data for developing sales potentials and for pointing out promising areas for expanded merchandising efforts.

This is the first publication of its type since a somewhat similar study, on a community basis, was published by the Association in 1932.

The volume shows the number of residential gas customers, as of October 1, 1949, in each county in the United States, together with the name of the supplying utility or utilities. Use of the county as the basic unit permits comparisons or correlations with numerous other market or economic data developed on an individual county or county group basis. The survey covers all gas

utility companies known to be in existence in October 1949 but excludes bottle gas or tank gas consumers.

Gas utility companies should find the survey useful for comparing their customer and appliance saturations with those of similar companies. Utilities which are contemplating gas changeovers and development of market potentials should be particularly interested in this type of comparison.

The original survey was conducted during October 1949 when the A. G. A. Bureau of Statistics mailed questionnaires to all gas distributing utilities for which any record was available. Replies were received from 526 companies with 20,665,000 residential gas meters—approximately 97 percent of all such meters in the country.

Estimates were prepared from secondary sources for companies serving the remaining three percent of the nation's residential gas customers. Every effort

has been made to include all existing companies, from local distributors with one or more natural gas wells to the largest utility distribution system.

The survey shows for each county in the United States where gas utility service is being supplied, the name of the supplying utility, the number of residential customers, the type of gas and, wherever available, the appliance saturation for gas house heating, gas water heating and gas refrigeration.

In addition to the basic customer data, information is shown concerning the physical characteristics of the gas distributed in each county.

Copies of the "Survey of Residential Gas Service" can be obtained, as long as the supply lasts, from Bureau of Statistics, American Gas Association, 420 Lexington Avenue, New York 17. Price is \$1.50 to members of A. G. A. and GAMA; \$2.50 a copy to non-members.

Management of New Jersey company establishes efficient program at low cost

No substitute for good public relations

Good operations are imperative in the gas industry. However, good operations alone do not produce good public relations.

So believes the top management of Jersey Central Power & Light Co., a combination utility serving approximately 70,000 gas customers along the central and southern coastal area and the northern lake region of New Jersey.

About a year ago, this utility set out to "sell" itself to the public. E. H. Werner, elected president of the company just three years earlier, established a compact but efficient public relations department. His instructions were to "formulate a program for keeping the public informed at all times on all company policies and activities." Operating under Mr. Werner's direct supervision, this program today is moving in high gear.

An interview with S. A. LaFaso, director of public relations, revealed some of the reasons for the success of the company's program.

"We feel," he explained, "that a program must be executed on the local level. It has to make common sense or we forget about it. We had good operations before. But our biggest mistake was that we took ourselves for granted. We even took it for granted that our employees knew what it was all about."

From a small and at times slow start, has emerged a practical approach which has made friends of community leaders

and employees alike. These accomplishments were effected at small cost by the public relations director, an assistant and a secretary, operating at all times, with the full support and assistance of Mr. Werner.

A fundamental principle states "to effect a cure you must first diagnose the illness." With this in mind, the new department conducted a practical survey

editors, doctors and merchants, bankers and municipal officials, educators and clergymen—all were asked what they thought about the company and its operations. Everyone questioned was encouraged to speak frankly—and most did.

These community leaders—men and women who are trained to understand and meet problems—showed beyond doubt that the public knew little or

nothing of the job which the company had accomplished. Lacking true information, the public seized on occasional publicity, most of it adverse, and had the opportunity to form some dangerous misconceptions.

Using the information which it obtained from these personal interviews, the company proceeded to put its public relations house in order.

From the start, it was realized that uninformed employees can nullify all other efforts to gain and hold public good will.

The program was set in motion by showing employees the value of

good public relations to them as individuals and to the company as a whole. Through the medium of the employee newspaper, every phase of activity was brought to their attention.

Starting as a bi-monthly, the employee publication is now issued every month with a good balance of interesting news. Copies are sent to all newspapers and municipalities in the territory. Each issue carries a special feature ar-



E. H. Werner (center), president, Jersey Central Power & Light Co., signing contract which will bring natural gas from Texas to the Jersey shore area. Left is L. Irving Pollitt, Jr., superintendent of gas operations, and at right, Clyde A. Mullen, vice-president in charge of operations. Mr. Werner organized and supervises the public relations department

to determine existing causes which were reacting unfavorably toward the company. Strong emphasis was placed on press relations, employee-public relations, local municipal and school relations.

One effective way to find out what the public is thinking is to ask them point blank. In this instance, personal interviews were used in a grass roots, cracker barrel approach. Publishers and

Publications

article on a local community, copies of which are mailed to civic leaders.

Special bulletins and pamphlets are released to employees on all activities of major importance. Illustrated talks before meter readers, customer contact representatives and other employee groups are another effective phase of the company's employee information program. Special travelogue sets of 35 mm slides have been prepared with dramatic information on company services, types of industries served, and descriptions of employee activities. These sets are accompanied by 3x5 cards with simple explanations of each slide. They are used for talks by company personnel.

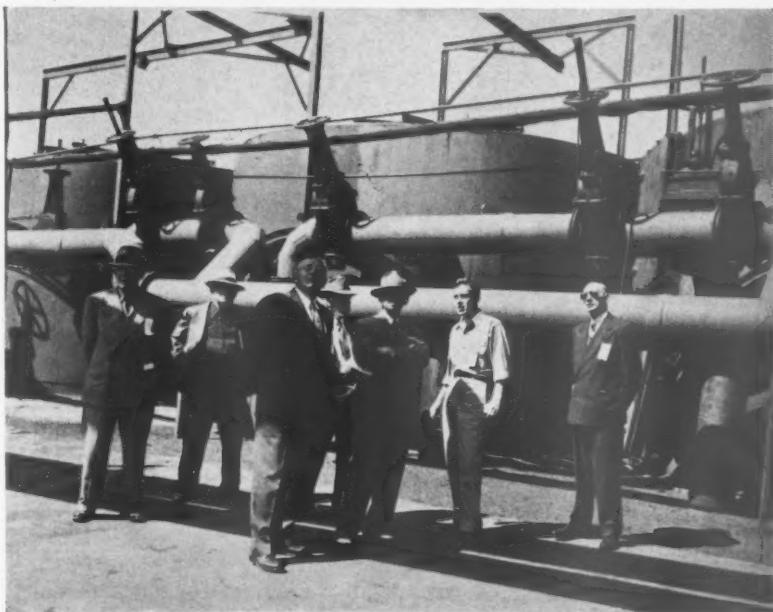
Most employees are proud of their jobs and the company they are working for, but some stimulant is needed to bring that feeling of pride out into the open where the public recognizes and respects it. The company's program recognizes that a steady pay check may provide economic security, but does not satisfy the natural desire for recognition—every employee wants a pat on the back once in a while.

Working through department heads and supervisory personnel, plans have been developed to give public recognition to employee services and accomplishments through appropriate publicity in local newspapers and other media. Activities covered by this publicity include employment anniversaries, promotions, outstanding job performances, life-saving feats, participation in civic events, unusual hobbies, and employee sponsored activities.

In conjunction with newspaper publicity on employment anniversaries, studio portraits are presented to individuals reaching 25 years of service. This feature has become popular with employee families which, for many years,



Newsmen and company guides (above) during special press tour of Jersey Central Power & Light Company properties. The event resulted in an unparalleled volume of good publicity for the company. Picture below shows group of publishers, state and municipal officials touring gas plant site



have been trying to get "Dad" to have his picture taken.

Pensioners, too often forgotten after they retire, are honored by an annual dinner sponsored jointly by the union and the company. Wives of employees are invited to this annual function.

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A study of news comments in the 56 weekly and four daily newspapers circulating in the company's franchise area shows a total of 10,293 column inches of space received during 1949—the equivalent of 64 eight-column newspaper pages—most of which is attributed to the company's public relations activities. In all the publicity received the company name was mentioned 1,987 times. Over 91 percent of these mentions were favorable.

These results were obtained despite the fact that the company serves a large

seasonal population which presents a heavy demand on service facilities and manpower during a short period of the year.

During 1949, strenuous efforts were made to acquaint the press with operation facilities of the company and its newly inaugurated \$25 million expansion program. Newsmen were conducted on a property tour which included all phases of operation. Climaxing this all-day event, the president of the company disclosed plans for meeting present and future gas needs of the communities served. Hand-out literature and news releases were distributed to all visiting newsmen.

Editorial and news accounts resulting from this tour gave the company an unparalleled volume of good publicity.

The following comments are typical:

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It is interesting to note that the company's commercial manager reported a definite, substantial reduction in complaints and criticisms since inception of the public relations program.

Since that time continuing efforts have been made to enlist the support of everyone in the community. "We're here to complement the community," Mr. LaFaso declared. "We're doing everything

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7. Encouragement of employee group-sponsored activities.
8. Plant tours by employees.

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1. Public relations advertising.
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6. Handling of complaints.
7. General housekeeping.

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1. Cooperation with civic leaders in community planning.
2. Community boosting programs.
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4. Displays and exhibits at the local community level.
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1. List of high schools and colleges in territory.
2. Films, printed literature and other educational material about our business of interest to students.
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GOOD PUBLIC RELATIONS
MUST BE EARNED

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"Very few of the things we are doing are new. They're just common sense. We're merely using a simple direct approach to build confidence in our operations and plans.

"Whenever slip ups occur in our relations, and no one can rule out such lapses, we go direct to the source and discuss the problem in person. For instance, if a newspaper carries an incomplete or inaccurate report, we contact the editor and discover whether the reporter, local news sources or the company itself is at fault. Our efforts are directed to helping the press do its job better.

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"After mixing, laboratory experts will take the new gas and put it to the same uses that any housewife would. In this way, we shall protect the public by learning ahead of time what changes in operations and appliances are needed."

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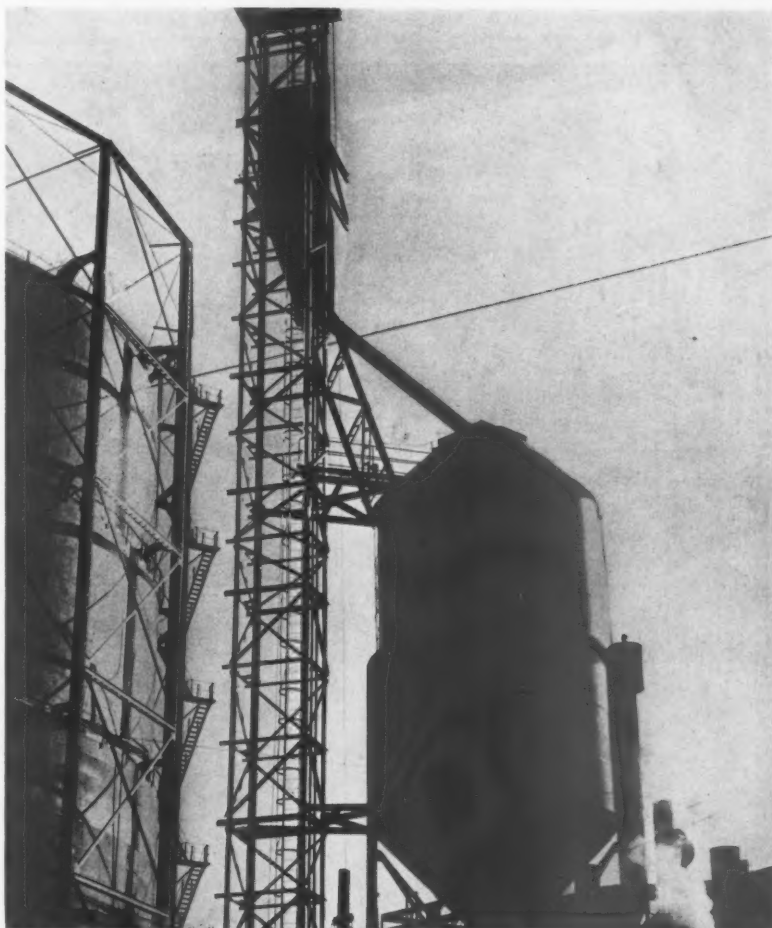
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- (6) Develop public relations consciousness on and off the job.
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Skip tower and storage bunker are part of new coal handling equipment which the company recently installed at its Long Branch gas plant. Press releases noted important advantages of the new equipment and the fact that it is part of the utility's \$25 million "community growth" program

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*Testing discloses trends
in gas food service equipment*

Proving ground for commercial appliances



Study of methods of heat application to contemporary gas-fired deep fat fryers showing temperature distribution.

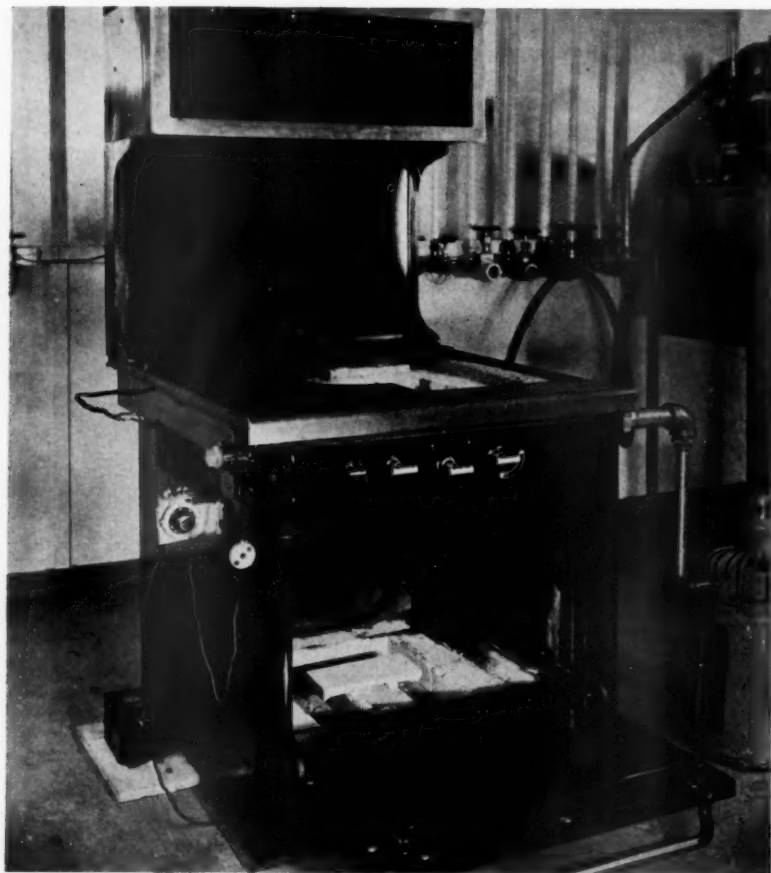
By MILTON ZARE

*Supervisor, Miscellaneous Services
American Gas Association
Laboratories, Cleveland, Ohio**

Today's trend is definitely toward increased sales of tested and approved commercial gas food service equipment. This trend is readily apparent in the increased number and types of commercial gas appliances listed in the latest issue of the Directory of Approved Gas Appliances and Listed Accessories published by American Gas Association Laboratories.

It is also evident in the current increased testing activities at the Laboratories—the proving ground where such equipment is pre-tested for safety in operation, durability in construction, and general satisfactory performance before being offered for sale.

Groundwork for this trend was laid shortly before World War II. At that time American Standard Approval Requirements for Hotel and Restaurant Ranges, initially adopted in 1932, were extended to include unit broilers. Separate American Standards were developed and adopted for deep fat fryers (July 1940), for portable gas baking and roasting ovens (May 1941), and gas counter appliances (October 1941). While the war may



Heavy duty, hot top commercial gas range modified to employ power burners in place of conventional atmosphere burners. More and more commercial gas appliances are being tested by A.G.A. Laboratories



ture measurement of points on the immersion tubes and sampling of the products of combustion



Testing commercial gas range ovens used in hotels and restaurants. Simulated meat loads on the center range are employed by the Laboratories to determine information on meat shrinkage

have postponed actual application of these standards, the number and types of units submitted for test at the Laboratories since the war have well rewarded the efforts of those men who pioneered in their development.

As evidence of progress in this field, American Gas Association Directory of Approved Gas Appliances and Listed Accessories (July 1939) included six different types of hotel and restaurant ranges only. However, seven additional major types of commercial gas food service appliances are listed in the July 1949, issue of the directory. It is significant, moreover, that the number of manufacturers who are participating in this program has also doubled.

This record is remarkable. It becomes even more impressive when it is recognized that each appliance has been submitted for test voluntarily by the participating manufacturer. It is a testimonial to the original purpose of these standards and the resultant benefits of their application. Sufficient time has elapsed since the initial development of American Standard Approval Requirements for commercial gas food service equipment to evaluate these

benefits so as to warrant further and increased support of this program.

The key to this successful record lies chiefly in the program's benefits to the gas appliance manufacturer, the utility company or dealer who sells and services his products, as well as to the ultimate user of the appliances. These benefits are further supplemented by a broad program of research which is constantly paving the way for further improvements and innovations.

The first benefit available to a new manufacturer submitting his product to the Laboratories for approval is in the use of American Standard Approval Requirements as a guide for the design and future operation of his appliance. For example, by going over the construction requirements that must be met point by point, the manufacturer is enabled to improve many details of design from the standpoint of safety, heat application, durability or life expectancy of the appliance, and ease of servicing.

In a few instances it is considered most practical to require compliance with basic design specifications. Compliance with the American Standard (National Standard) for Bolts, Nuts, Machine Screws and Threaded Parts, A.S.A., B 1.1-1935, has proved beneficial in many respects.

Today it may seem inconceivable that at one time each manufacturer had his own thread specifications on the various appurtenances on his appliance. While it is believed that in some instances this practice was initiated to assure him that he would receive the repair or replacement business, this attitude imposed many difficulties for dealers and utilities and for users of his equipment. For example, some dealers could not afford to maintain a large stock of these special fittings. Therefore, if a repair or replacement was required by the customer, the customer might be obliged to be without gas service until the replacement unit was received from the factory. With the use of standard threads, these parts became in many respects interchangeable. As a result, dealers or utility companies could keep a greater supply in stock and thus provide more convenient and uninterrupted gas service to customers.

Many requirements features are covered by performance tests. In this manner, a manufacturer can attain a desired objective without being told specifically how to construct his appliance. Thus he is enabled to express his engineering and inventive ingenuity to the greatest advantage. For this same reason, the common conception that standards always tend to

* Pacific Coast branch is located in Los Angeles, California. The above article was prepared exclusively for the A. G. A. MONTHLY.

bring about similarity in construction of competitive manufacturers' products does not apply. Instead, manufacturers have a considerable degree of latitude, limited principally by their ingenuity, in complying with American Standard Approval Requirements for gas equipment.

From the standpoint of operation, American Standard Requirements benefit the manufacturer by affording him reliable and practical test procedures for proving the suitability of his appliance for consumer use. To accomplish this purpose, operational characteristics of an appliance are usually tested under load conditions representing the extremes likely to be encountered in normal use. For example, the open tops of hotel or restaurant ranges are operated with stock pots containing water. Deep fat fryers are tested with water and oil.

Special mention should be made of the fact that these performance tests are conducted on several different test gases representative of the severest burning characteristics of major types of fuel gases distributed over the entire country. The appliances are tested on these gases at pressures substantially above as well as below the normal distribution pressures. Thus, all normal gas composition and pressure fluctuations are taken into consideration in the various performance features specified. In this manner, appliances that pass the tests have a suffi-

cient degree of flexibility to provide satisfactory operation on the gas users' premises at all times.

The advantages of this flexibility factor to the manufacturer and to the customer he serves have been evident in several other important ways. Most outstanding and perhaps least anticipated, even with the added cost of testing, has been an actual decrease in the cost of tested and approved appliances. Before subscribing to this test program, some manufacturers found it necessary to design a different model of their equipment for the specific gas distributed in each community. Today, one model with minor burner equipment changes and adjustments serves the entire country. By this token, it has been possible to undertake mass production methods and thus pass the saving in production cost on to the ultimate customer.

No detail in performance of appliances appears to be omitted in the comprehensive tests conducted on commercial gas appliances as specified in American Standard Requirements. To assure completeness of combustion and satisfactory main and pilot burner operating characteristics, the tests are conducted on each of the test gases and different test pressures. The same also applies to repeated lighting tests which are conducted individually on both top burners and oven burners of hotel and restaurant ranges equipped

with top burners and oven sections. These include separate tests on each burner while it is cold and after it is heated up. In addition to effecting ignition within the allowable time limits during these specific lighting tests, equally good lighting is also required in the application of the other tests conducted on appliances.

For those appliances with more than one operating section, each section is tested separately and also while the other sections are in operation. Thus it is possible to assure the satisfactory performance of each and all sections simultaneously.

The foregoing describes only a few of the many construction and performance tests conducted on the different commercial gas appliances for which there are existing American Standard Approval Requirements. It is recognized that commercial gas food service equipment is tending to become more specialized in application.

The committee charged with developing and maintaining the American Standard Requirements for commercial appliances is currently considering the amalgamation of the different sets of standards into one comprehensive standard covering all types. This will provide coverage of all commercial gas appliances, particularly those of special design and utility which at present are excluded from the testing and approval program.



A. G. A. Laboratories technician recording data from test equipment employed in comparative study of the performance of gas and electric deep fat fryers



Open house in Jackson

Probably the largest and most enthusiastic open house in the history of Jackson, Tenn., was staged by West Tennessee Gas Company last month. The occasion—opening of the company's remodeled offices—developed into an unusual example of effective public and press relations.

Located in the heart of the Tennessee Valley Authority area, the gas company supplied material and assistance for a special 14-page section in the January 31 issue of the local newspaper, *The Jackson Sun*. A banner headline for the section announced "West Tennessee Co. Plays Role in Gas Industry Growth—Open House Tomorrow Celebrates Remodeling of Office Facilities."

Staff writers on the paper pointed to the phenomenal growth of the natural gas industry and predicted a bright future.

"West Tennessee Gas Company, while only a minor segment of the gas industry, has nevertheless played a major role in West Tennessee," one article stated. "The construction program in 1949 has been greater than any year since the advent of natural gas to this area in the early part of 1931."

S. V. O'Lenic, president of the gas company, was quoted as follows: "We

believe that top utility service will play a major part in developing greater growth of our communities in West Tennessee and will also help to invite industries to this area, thereby providing employment to our citizens."

In its regular editorial column *The Jackson Sun* paid a special tribute to the gas company. "There is no organization in Jackson," the editorial declared, "in which there is greater loyalty upon the part of employees and greater interest in them and their welfare by the management than the West Tennessee Gas Company. That makes for the greatest efficiency and service to customers and patrons."

A prominent feature of the anniversary section was more than 20 advertisements by local dealers and manufacturers. Each complimented the gas company on its recent progress.

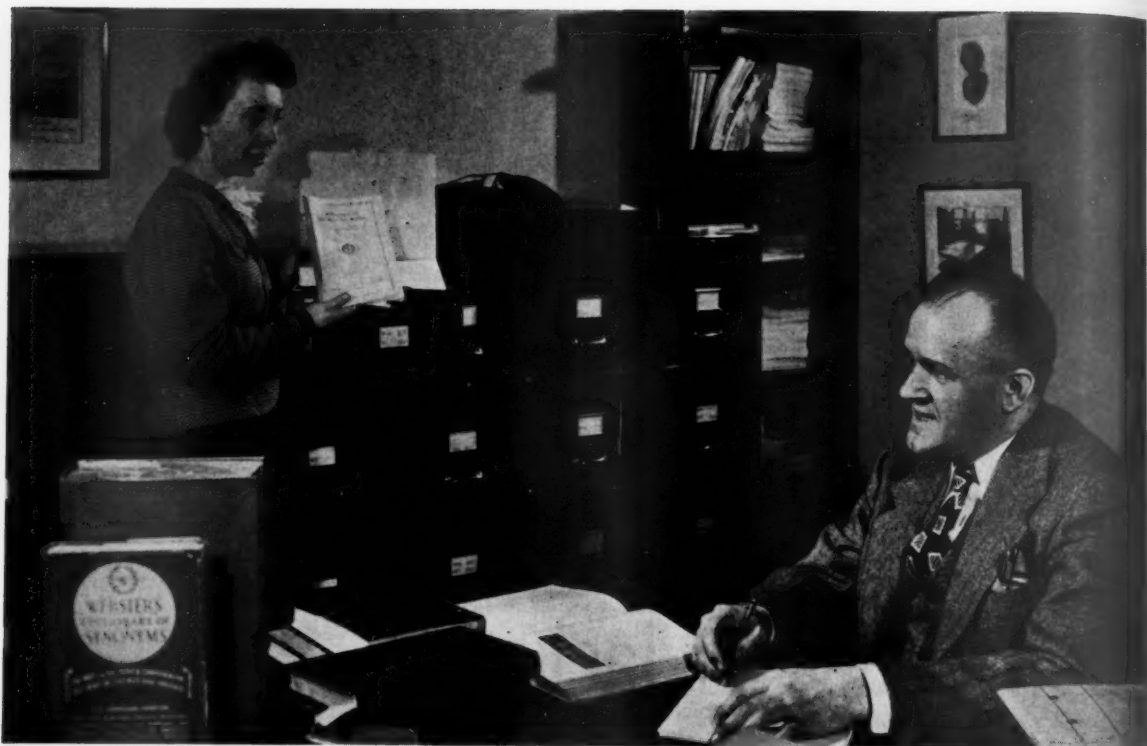
Bad weather conditions handicapped but failed to interrupt the open house ceremony. More than 2,500 visitors toured the remodeled offices for the one-day showing. In addition, approximately 1,500 people viewed the company headquarters and display during the following three days. This, local merchants agreed, constituted a new record.



New interior—This is how utility's remodeled headquarters lobby looks after fluorescent lighting and inlaid linoleum floor had been installed



A few of the 4,000 visitors who viewed the remodeled offices and gas appliance display



A.G.A. library at your service

Need background information on gas transmission? Want anniversary booklets with historical gas pictures? Looking for the location and date of the first commercial gas holder?

More than 800 similar questions and requests for information were answered last year by the American Gas Association library in New York. More than 5,000 books and pamphlets, 560 current periodicals and numerous unusual and rare documents provide the A. G. A. library with one of the world's most complete collections of gas industry information.

In 1949 alone, some 26,654 magazines, booklets and pamphlets were loaned out by Librarian Mary E. Agee

and her two assistants. A. G. A. staff members found the library a ready source of reference material. Busy executives on Association committees used its files and research drawers to save precious hours off working time.

"Solving problems is our specialty," Miss Agee declares. "Most people who call us are on the spot and hope we can help them. Usually we can."

Requests for information and assistance arrive in a steady stream by telephone, mail, telegraph and in person. The library's files have been used to advantage by the general public, financial institutions, gas companies, other libraries, free-lance writers, government bureaus, foreign government information services, and others.

A typical request provides a concrete example of help that enables A. G. A. members to render better public service. An engineer from a member company and an A. G. A. research engi-

neer needed recent material explaining the exact processes, equipment and tabulated results of reforming oil in connection with the carburetted water gas process. One of the engineers concerned stated that the problem involved a probable saving by his company of thousands of dollars.

Here's another example. Several students from a local college were assigned the problem of designing a hypothetical synthetic gasoline plant. Coke and steam were to be used as the basic raw materials for synthesis. One of the principle problems was to design a purification system to remove the hydrogen sulfide, carbon dioxide and all the organic sulfur in the blue water gas. Complete construction and cost details were required.

The student in charge of the project used the resources of the library during afternoons for a three-week period. He also gleaned helpful infor-

PHOTO AT TOP: Mary Agee, A. G. A. librarian, discussing revision of "Bibliography of Gas Meters and Metering" with Fred L. Krieger, Consolidated Edison Co. of New York, Inc. A. G. A. material helped to complete data from utility's library

mation during talks with a headquarters engineer.

An A. G. A. member was writing a radio speech and had to know the exact wording and date of Mark Twain's famous quotation about the weather. An interesting sidelight was the discovery that the quotation had not originated from Mark Twain after all.

Another member representing a South American government, telephoned that he urgently needed a bibliography on compressors and compressor stations. An up-to-date one was available, and he immediately sent a messenger for it.

The number of meters and other information concerning the gas company in Madras, India, was sought by a utilities consultant in New York City. Although the information needed was not in its own files, the library was able to locate an authority from India. He was in New York temporarily and was able to give the utilities consultant the facts he required.

In addition to answering specific requests, the library acts as a clearing house for general reference material. To do this effectively, the staff keeps abreast of current developments, interests and special projects within the gas industry, within A. G. A., and among the headquarters staff.

On frequent occasions, after the researcher has examined the material available in the library files he takes his notes and discusses them with an expert on the headquarters staff. Sometimes the information requested is available in other departments of the Association. For instance, the library refers many calls each year directly to the Statistical Department or the A. G. A. Rate Service.

Readily available

Membership in the Special Libraries Association and personal contacts often result in savings of money, space and time which the A. G. A. library otherwise would have to allocate to "occasionally-used" materials. From the standpoint of A. G. A., inter-library cooperation is also instrumental in making information on the gas industry readily available when and where it is needed.

Inter-library cooperation exists between libraries in many diverse fields of interest. Some of the member com-

pany libraries which contribute to this movement are:

Citizens Gas and Coke Utility, Consolidated Edison Co. of New York, Inc., Consolidated Gas Electric Light and Power Co. of Baltimore, Detroit Edison Co., Ebasco Services Inc., Institute of Gas Technology, Milwaukee Gas Light Co., Pacific Gas and Electric Co., The Peoples Gas Light & Coke Co., The Peoples Natural Gas Co., Philadelphia Co., Philadelphia Electric Co., Public Service Electric & Gas Co., Rochester Gas and Electric Corp., San Diego Gas and Electric Co., Union Electric Co. of Missouri, The United Gas Improvement Co., Virginia Electric and Power Co., and Washington Gas Light Company.

Strongest point of the A. G. A. library is probably its unusually broad collection of the papers and proceedings of associated organizations. Its files also contain complete sets of the A. G. A. MONTHLY, A. G. A. Proceedings and A. G. A. Natural Gas Proceedings.

A special card index of important magazine articles has proved useful in locating isolated material. "Hurry" requests for bibliographies can be met in minimum time through use of this file. In addition to these general reference uses, the index includes the kind and Btu of gas in many foreign countries and most percentage gas rate increases in the United States.

Another card file covers conference reports. It has been of great help in securing conference papers for staff and member use.

Periodicals in the library's collection include a complete set (July 1, 1859 to date) of *American Gas Journal*, formerly *American Gas Light Journal*. Also available for general use is a complete set (Volume 4 January 1886, to date) of *Gas Age* magazine, formerly *Progressive Age*. The files also contain a complete set (Volume 1, February 10, 1849, to date) of *Gas Journal*, formerly *Journal of Gas Lighting*. *Gas Magazine*, formerly *Western Gas*, is complete from Volume 1, May 1925, and *Gas Times* from Volume 1, October 6, 1934.

Unusual books in the A. G. A. library include *The Chemical Catechism*, Samuel Parkes, London, 1808; *Practical Treatise on Gas-Light*, Fredrick Accum, London, 1815, and *Some Information Concerning Gas Lights*, Thomas Cooper, Philadelphia, 1816. (Continued on page 40)



• A. G. A. Library Resources

5,000 books and pamphlets,
560 current periodicals including
158 file drawers of miscellaneous materials (clippings, technical papers, pictures, etc.) of reference value to the gas industry.

• Some Subjects Covered

Accidents
Accounting
Anniversary booklets
Biography
Calorific value
Carbon monoxide
Commercial operations
Competitive fuels
Construction
Distribution
Education
Electricity
Finance and economics
Historical
Laboratory tests and reports
Liquefied petroleum gases
Management and ownership
Modification of gas
Production of gas
Publicity and advertising
Rates
Raw materials
Residuals
Standards
Station measurement and storage
Utilization

Project groups completing new informal approach for '50 conference

Accountants ready for Detroit

Informal discussion of mutual problems will feature the National Conference of Gas and Electric Utility Accountants next month. The three-day sessions are scheduled to be held in Louisville, Ky., April 17-19 under the joint sponsorship of American Gas Association and the Edison Electric Institute. Site will be the Brown Hotel.

An unusually informative meeting is forecast. More than 100 accountants from the gas and electric industries met in Cincinnati earlier this year to plan the scope and final details of the conference. In their discussions, working committees expressed intense enthusiasm and the belief that this year's meeting will be one of the most important on record.

Stemming from this planning session is a new informal approach to the annual spring conference. The afternoon of the second day has been set aside for a "bull session" on individual problems, while formal sessions for the afternoon period have been greatly shortened.

This year, more than ever before, project committees will carry the burden of conference activities. Several attractive innovations have been added to the program. Here are some of the highlights in store for delegates.

Internal Auditing, J. K. Laurentz, The Brooklyn Union Gas Co., A. G. A. chairman—Two main projects are scheduled. First of these is a review of matters basic to effective internal audit organization including the scope of audit, the extent of investigative work, and the relationship of systems to internal auditing. For its second project, the committee will continue its program of preparing an audit manual. The subject will be materials and supplies. Committee members will present papers and hold a panel discussion.

Erudite College of Credit Knowledge, Cliff W. Tobey, The East Ohio Gas Co., Cleveland, A. G. A. chairman—Here is a good opportunity to sharpen wits, enlarge minds, and present new ideas. A special College of Credit Knowledge will be featured by the Customer Collections Committee at the Tuesday noon luncheon.

College—yes! Long hair—no! Cur-



rent collection problems will be tackled by fellow credit men from a simple and understandable approach.

Pros and Cons of Present Collection Practices, Harry S. Hahn, The Ohio Fuel Gas Co., Columbus, A. G. A. chairman—This group has made a survey of 71 gas and electric companies. Its findings and results will be reported during a panel-type discussion entitled "What's Your Idea?"

Members of the panel will present the survey material in an interesting and informative manner. Questions and opinions from the floor are expected to keep the meeting moving at a fast pace.

Taxation Accounting, Henry W. Ziethen, The Peoples Gas Light and Coke Co., Chicago, A. G. A. chairman—Three committee members will form a panel to discuss the function and operation of various types of tax departments. C. F. McCarthy, tax manager, Arthur Andersen and Co., will serve as panel leader. He will also contribute to the discussion his views of

◀ Key punch operator? Stenographer? Clerk grade A? Junior auditor? File clerk? You decide which job will suit this girl best. In a big audience participation program at the Detroit conference, delegates will observe employment interviews of five attractive girls.

The event will be an unusual opportunity to match judgment and experience against the experts. The program will be sponsored by the Accounting Employee Relations Committee, William A. Kelly, Consolidated Gas Electric Light and Power Co. of Baltimore, A. G. A. chairman. William D. Sweetman, The Peoples Gas Light & Coke Co., is A. G. A. vice-chairman.

various tax department operations as observed by servicing clients of his firm.

Walter S. Alt, Union Electric Co. of Missouri, will present a report and discussion of recent court decisions involving taxes. This event will be slanted to interest all company officials and tax men.

Work Order Procedure for Inside Plant, W. G. Pilgrim, The Peoples Gas Light and Coke Co., A. G. A. chairman—Main purpose of this feature will be to assist those companies which are still in the planning stages of developing property records systems and methods for informing other companies which plan to revise existing

Project Chairmen



J. K. Laurentz
Internal
Auditing



C. W. Tobey
Erudite College of
Credit Knowledge



H. S. Hahn
Pros and Cons of Pres-
ent Collection Practices



H. W. Ziethen
Taxation
Accounting



W. G. Pilgrim
Work Order Procedure
for Inside Plant

procedures. A comprehensive description will be supplied of processes actually used by several gas and electric companies of different sizes. This presentation will be designed to help interested companies select those methods which best fit their needs.

Material Handling—Warehouse Design and Handling Equipment, Pat H. Butler, Jr., Washington Gas Light Co., Washington, D. C., A. G. A. chairman—Most gas companies have growing pains today. Before constructing that warehouse addition, it is important to study the latest ideas in handling and storing materials. The company may find that additional storage space is not needed if more usable space can be located in the present storeroom. At Louisville this committee plans to discuss storeroom designing and handling of equipment as related to each other.

Collection Catalysts, Louis R. Quad, Public Service Electric & Gas Co., Newark, N. J., A. G. A. chairman—The Customer Collections Committee set out to boil down the collection practices of a large group of representative companies. Purpose was to obtain a final product representing a model collection plan.

This objective was abandoned when

work disclosed that fundamental practices do not differ greatly and that the difference between plans consists mainly of refinements and the amount of treatment given. Result of this study, a paper entitled "Collection Catalysts," is a factual description of collection procedure of a representative company.

Capitalization of Overheads, O. K. Boyd, Consolidated Gas Electric Light and Power Co. of Baltimore, A. G. A. chairman—With original cost a widely held principle in rate making, the questions of overhead capitalization continues to increase in importance. Some companies capitalize only a minimum of overheads. Others capitalize all. Both groups undoubtedly have good reasons for adopting the policy followed. In addition, the methods of computing and applying overheads vary considerably between companies.

This committee will undertake the study of accounting and financial reasons to be considered in deciding whether or not to capitalize overheads and continue the methods of computing and applying overheads.

Permanent Customer Account Numbers, A. C. Haake, The Peoples Gas Light and Coke Co., A. G. A. chairman—Members of the group will present a study of account numbering sys-



L. R. Quad
Collection
Catalysts



P. H. Butler, Jr.
Material
Handling



O. K. Boyd
Capitalization
of Overheads



A. C. Haake
Permanent Customer
Account Numbers



M. J. Walsh
Billing Industrial &
Large Commercial Accts.



F. W. Ross
Field Verification of
Property Record Units



C. S. Jones
Question and
Answer Period



L. R. Michelson
Standard
Packaging



G. B. Herr
Standard
Packaging



C. J. Monica
Stores
Problems

Chairman's corner

● Problems that can not be dodged or even delayed lie ahead of this great industry of ours. Many are accounting problems. Your A. G. A. Accounting Section and the men who staff it face these realistically. Are you doing as much as you can to help them? State your problems and bring them to the attention of the Section. Provide some clues that may well be followed in reaching solutions. Your contribution is important. A clear statement of a problem is the first and perhaps the most important step in working toward a correct answer.

It has been said, "There is no substitute for experience."

Your Accounting Section is blessed with men of experience, help it utilize this experience to the best advantage—*John Roper*.

tems which provide simplicity of application, facility of operation, and particularly, flexibility of expansion.

Information will be revealed on some of the account numbering systems used which provide for a large increase in customers in any given area without renumbering the customers in surrounding areas. Consideration will be given to the method used in preliminary studies of each account numbering system before it was adopted.

Billing Industrial and Large Commercial Accounts, M. J. Walsh, Consolidated Edison Co. of New York, Inc., A. G. A. chairman—This subject will entail a review of accounting procedure for industrial and large commercial accounts in order to determine how many of these accounts can be handled in the regular routine. How can information be obtained from various companies on keeping to a minimum the number of accounts requiring special handling? Where should the line be drawn for routine billing?

Property Records meetings this year will emphasize informality and the free exchange of ideas. It is recognized that many varying practices in the industry are dictated by questions of size, managerial discretion and regulatory authority. In spite of these factors, there is much to be learned from the experience of other companies.

General leadership in these discussions will be undertaken by the chairman of the A. G. A. Property Records Committee, H. Frank Carey, and the chairman of the EEI Plant Accounting & Records Committee, Frank E. Drap-

alik. They will be assisted by the individual chairmen of the following two project committees:

Field Verification of Property Record Units, Frank W. Ross, A. G. A. chairman—Many utility companies established their property records starting with a physical inventory and instituting some form of work order system by which this inventory could be corrected as additions or requirements occurred. In order to test the accuracy of their inventory of physical property some companies favor periodic field tests. How this is done, when and whether or not the results justify the costs involved will be revealed at the conference.

Question and Answer Period—Clyde S. Jones, Consolidated Edison Co. of New York, Inc.—Planning groups recognized the fact that project papers do not answer all questions in the minds of delegates. Consequently, a question and answer period has been included on the program. Questions garnered by the chairman throughout the year and written questions from the floor will be read and discussed by different members of the Section.

Standard Packaging, L. R. Michelsen, The Peoples Gas Light and Coke Co., and G. B. Herr, The Peoples Natural Gas Co., Pittsburgh, are A. G. A. co-chairmen.

What's your reaction to this subject? Is your company doing it—are you fully aware of its advantages? "Standard Packaging" has taken great strides forward in the past year. The committee will bring up-to-date word on this project to members and guests. Packaging displays of several manufacturers will be placed on exhibition.

Value of Good Customer Relations will be discussed by Walter R. Keagy, vice-president, The Cincinnati Gas & Electric Company. Whenever the pressure is on in a municipal ownership drive, enlightened management reaps the reward of its day-to-day efforts for better customer relations. The value of good customer relations in counteracting attempts to establish municipal operation of local utilities will be highlighted in the report of this committee.

Stores Problems, Charles J. Monica, Consolidated Edison Co. of New York, Inc., A. G. A. chairman—Con-

siderable discussion has been caused recently by the problem of excessive costs in requesting, handling, and accounting for miscellaneous minor materials which are repeatedly withdrawn from stores. Processing cost of paper work in most instances greatly exceeds the value of the material. The committee will survey this problem, working toward its simplification.

Space limitations prevent a complete outline of all project committees which will participate in the spring conference. However, the names of these other committees and their respective chairmen are listed below:

Preservation and Destruction of Records, Ohmer Ullery, The Ohio Fuel Gas Co., A. G. A. chairman

Cost Reduction through Systems and Methods Work, Arthur Skelton, The Peoples Gas Light & Coke Co., A. G. A. chairman

Factors Initiating Purchase Requisitions, John C. Sims, The Brooklyn Union Gas Co., A. G. A. chairman

Aspects of Betterment Accounting, A. J. Brodtmann, New Orleans Public Service Inc., A. G. A. chairman

Simplification of Records and Field Accounting, C. E. Raines, Niagara Mohawk Power Corp., chairman

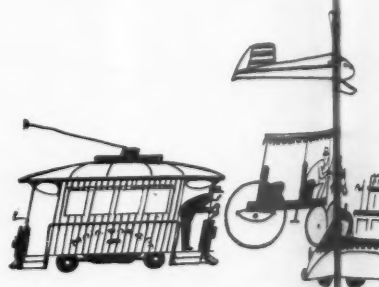
Customer Accounting Question Box, A. G. Burnett, Niagara Mohawk Power Corp., A. G. A. chairman

Systems Directory of Customer Accounting Activities, A. W. Merchant, Michigan Consolidated Gas Co., A. G. A. chairman

Reconciliation of Meters Billed, J. S. Kolstad, Oklahoma Natural Gas Co., A. G. A. chairman

Customer Service Irritations and Their Cures, W. S. Frick, The East Ohio Gas Co., A. G. A. chairman

Training Employees to Meet the Public—Training by Manual and Film, B. J. McMillen, The Cincinnati Gas & Electric Co., A. G. A. chairman



*Two conferences scheduled
with overlapping general session*

St. Louis gateway to progress

St. Louis, Mo., booming metropolis on the Mississippi, famous in song and story, will be the scene of the 1950 A. G. A. Sales Conference on Industrial and Commercial Gas. Although picturesque paddle wheel steamers no longer line its wharves, and the Tom Sawyers do not start out on its waters for thrills and adventure, there remains much evidence of the past so vividly described by Mark Twain.

St. Louis today is the gateway to the West, an industrial center with a great diversity of manufacturing plants, a shipping center served by 21 railroads. It ranks as one of the largest inland ports where modern cargo vessels ship valuable freight to and from Ohio and lower Mississippi river cities. Central location makes it convenient for delegates to attend the conference, the only national event that the Section conducts.

This year the conference will be held on Tuesday, Wednesday and Thursday, April 4-6. Actually there will be two conferences in one, each lasting for two days with an overlapping general session. Many new faces will be seen on the speakers' platform as a result of the work of the Programs and Papers Committee, Leon Ourusoff, Washington Gas Light Co., chairman.

Tuesday, April 4, will be Industrial Gas Day. The general session will be

held on Wednesday, April 5, together with the traditional formal luncheon. Thursday, April 6, will be Commercial Gas Day. Subjects vital to all industrial and commercial gas men will bring up-to-date information on sales problems. Speakers have been selected for their specialized knowledge of each subject.

Among highlights of the conference will be a talk by the guest speaker at the luncheon on Wednesday—Joseph F. Holland, public relations director, Pevely Dairy, St. Louis. This popular speaker has chosen "Third Base Coaching" as the title of his address. The "Standing Room Only" sign may be necessary for the luncheon. The Friendship Room Reception by gas appliance manufacturers will precede the dinner and entertainment on the same day.

D. W. Reeves, Section chairman, recently mailed to all Section members an advance program for this first conference to be held west of the Mississippi. Subjects and speakers are:

April 4

INDUSTRIAL GAS DAY

New Industrial Gas Installations

W. A. Darrah, president, Continental Industrial Engineers, Inc., Chicago, Illinois

Process Air Conditioning

O. E. Gammill, Jr., production man-

ager of heavy machinery, Carrier Corp., Syracuse, New York

The Developments of Machines for Gas Hardening

David M. Strauchen, general manager, Special Products Division, Cincinnati Milling and Grinding Machines, Inc., Cincinnati, Ohio

Burner and Control Applications for Large Boilers

A. D. Frydendall, The Peoples Gas Light & Coke Co., Chicago, Illinois

Functioning of an Industrial Sales Department

Hale A. Clark, industrial engineer, Michigan Consolidated Gas Co., Detroit, Michigan

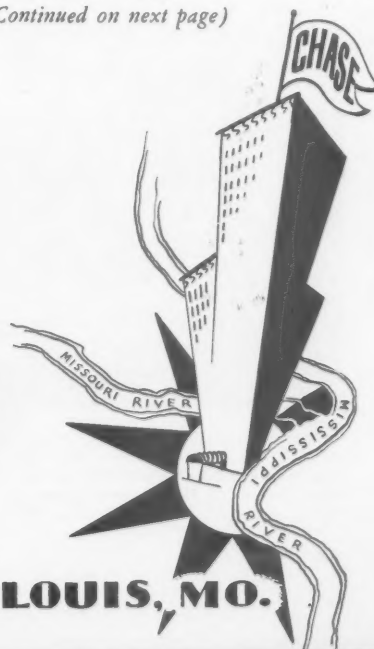
Industrial Gas—Southern Style

Clem R. Winkler, commercial and industrial sales supervisor, United Gas Corp., Houston, Texas

Latest Plans for Safe Industrial Gas Utilization

Charles C. Eeles, Industrial Engineer, The Ohio Fuel Gas Co., Toledo, Ohio, chairman, Industrial Gas Practices Committee

(Continued on next page)



ST. LOUIS, MO.

**April 5
GENERAL SESSION**

10:00 A.M.

What Makes an Ad

A. C. Evans, Account Executive,
Ketchum, MacLeod & Grove, Inc.,
Pittsburgh, Pennsylvania

Looking Forward with Industrial and Commercial Gas

Lester T. Potter, assistant to the president, Lone Star Gas Co., Dallas, Texas, chairman, Committee on Industrial & Commercial Gas Research

Review and Forecast of Commercial Gas Air Conditioning

Frank C. Smith, president, Houston Natural Gas Corp., Houston, Texas

AWARD OF CERTIFICATES

Industrial and Commercial Hall of Flame
D. W. Reeves

LUNCHEON (NOON)

Third Base Coaching

Joseph F. Holland, public relations director, Pevely Dairy, St. Louis

2:00 P.M.

Problems of Changeovers

William P. Woods, president, Conversions and Surveys, Inc., New York, N. Y.

Auxiliary Aids to Salesmen

W. H. Ligon, president, Nashville Gas and Heating Co., Nashville

5:00-7:00 P.M.

FRIENDSHIP ROOM RECEPTION
by Gas Appliance Manufacturers

7:00 P.M.

DINNER with entertainment

Restaurant show goes to Chicago

a PAR activity

AFTER TWO YEARS of holding expositions in other

cities, the National Restaurant Association will return to Chicago for its 1950 exposition. The large Navy Pier in the "Windy City" will be the scene of the thirty-first annual show for four days, May 23-26, 1950.

American Gas Association will again sponsor a Combined Commercial Gas Cooking Exhibit. Twenty-two manufacturers of heavy duty gas cooking equipment will cooperate to make this one of the largest exhibits ever sponsored by the Industrial and Commercial Gas Section.

Spanning the large Navy Pier from wall to wall, and facing both sides of the two main aisles, the 4,000 square feet of exhibit area will be the largest single exhibit of the 1950 Restaurant Show.

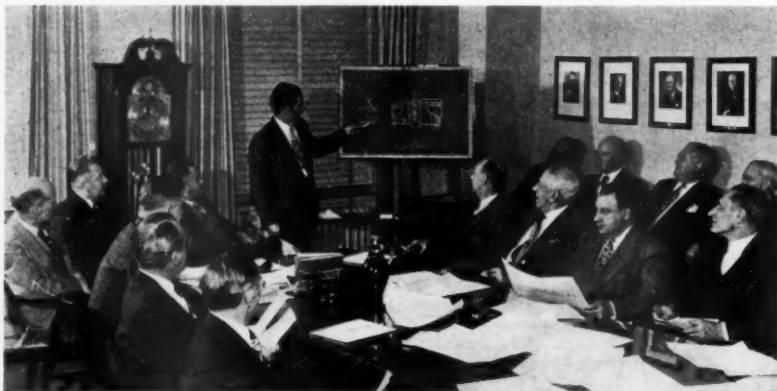
At a recent meeting of the Committee on National Displays spaces were allocated to the cooperating manufacturers. Each exhibitor will face a main aisle and occupy a dominant place in the gas area. The entire gas exhibit is so located that every visitor to the exposition must pass the gas display going

to or coming from other exhibits on the pier.

The entire A. G. A. exhibit will have a new tie-in motif featuring the brilliant flames which have become an identifying beacon for gas—the perfect cooking fuel. Manufacturers who will be under the Blue Flame banner are: American Stove Co., St. Louis, Mo.; Anetsberger Bros. Inc., Northbrook, Ill.; The G. S. Blodgett Co. Inc., Burlington, Vt.; The Cleveland Range Co., Cleveland, Ohio; Detroit-Michigan Stove Co., Detroit, Mich.; Duke Manufacturing Co., St. Louis, Mo.; Gas Consumers Association, Chicago, Ill.; Groen Manufacturing Co., Chicago, Ill.; B. H. Hubbert & Son, Inc., Baltimore, Md.; Kewanee Industrial Washer Corp., Kewanee, Ill.; Lansing Manufacturing Co., Cleveland, Ohio.

Also Lyons-Alpha Products Co. Inc., New York, N. Y.; The Malleable Steel Range Mfg. Co., South Bend, Ind.; Market Forge Co., Everett, Mass.; National Cornice Works, Los Angeles, Calif.; Royce L. Parker, Inc., Addison, Ill.; J. C. Pitman & Sons Sales Corp., Lynn, Mass.; Robertshaw-Fulton Controls Co., Youngwood, Pa.; Ruud Manufacturing Co., Pittsburgh, Pa.; Savory Equipment, Inc.,

(Continued on page 39)



Committee on National Displays completing plans for Combined Gas Exhibit: (Clockwise around table) A. Hess, Paul C. Grimes, New York; W. D. Relyea, Newark, N. J.; M. A. Combs, A. G. A.; Don McKeever, New York; E. V. K. Schutt, Newburgh, N. Y., chairman; L. H. Barry, M. H. Douglas, New York; J. C. Pitman, Lynn, Mass.; D. Goldstein, F. J. Fieser, New York; (right rear) J. J. Bourke, A. G. A.; J. R. Lavalley, R. L. McVicar, New York; E. J. Horton, Youngwood, Pennsylvania

April 6

COMMERCIAL GAS DAY

Achieving Good Dealer Relations

Don Nichols, publisher, Ahrens Publishing Co., Inc., New York

The Neighborhood Baker Story

Roy E. Thomas, President, Associated Retail Bakers of Greater Detroit, Detroit, Michigan

The Latest Report on the Comparative Fuel Study

C. George Segeler, Utilization Engineer, American Gas Association

New Plans for the Promotion of Commercial Gas

John J. Bourke, director of Commercial gas cooking promotion, American Gas Association

Counter Appliances

A. M. Bornhofen, vice-president, Anetsberger Brothers, Inc., Northbrook, Illinois

Commercial Incineration

Ellis E. Smauder, president, American Incinerator Corp., Detroit

Persons desiring to attend the 1950 Sales Conference on Industrial and Commercial gas are advised to make early reservations for rooms with: Jack Grant, assistant manager, Chase Hotel, St. Louis 8, Missouri. Be sure to state the approximate time of arrival and departure together with choice of accommodations—whether a single or double room is desired.

Problems of industrial and commercial gas marketing today are acute. Answers to immediate problems and those that may face gas men in the near future will be found in the informative papers to be presented during the three-day sessions. Consequently, a record attendance is expected.

Informal discussions and safety topics will add to spring conference

Distribution men on the march



C. S. Hazel who will present "The Philadelphia Story on Home Heating Light-Ups" during Tuesday general session at A. G. A. Distribution, Motor Vehicles and Corrosion Conference in Detroit



Arrival of natural gas—F. G. Sandstrom (above) will address delegates at Wednesday morning general session on the subject "Bringing Natural Gas to the New York Metropolitan Area"

Hotel Book-Cadillac in Detroit will be the site next month of what promises to be one of the most comprehensive Distribution, Motor Vehicles and Corrosion Conferences ever sponsored by American Gas Association.

Three full days of meetings, April 3-5, will cover a broad panorama of problems and topics. Distribution subjects will range from dispatching customer service orders to aspects of gas changeover. Timely discussions of corrosion and motor vehicle problems will add to the four general sessions. In addition, qualified safety and accident prevention specialists will contribute to the theme of each meeting. Special luncheon conferences on April 3 and 4 will provide opportunity for the delegates to "let down their hair" during informal discussion.

F. J. Hall, Michigan Consolidated Gas Co., chairman, A. G. A. Distribution Committee, will preside at the opening general session on Monday morning. First events on the tentative program will be a welcome to Detroit by L. K. Richey, vice-president, Michigan Consolidated Gas Co., and an address, "Further Progress," by H. Carl Wolf, A. G. A. managing director.

Three feature presentations will complete the general session. A. B. Lauderbaugh, chief gas engineer, The Manufacturers Light and Heat Co., Pittsburgh, will discuss "Fundamentals of Galvanic Corrosion." Expert information by an outside speaker will be provided by Stanwood Sparrow, past-president, SAE, and chief engineer, Studebaker Corporation. His title will be "My Friend the Engine." Five authorities from different companies will then explore different angles of "Experience with Manufactured Gas in a Manufactured Gas System." Information will be presented in the form of a special panel discussion with C. S. Goldsmith, engineer of dis-

tribution, The Brooklyn Union Gas Co., as moderator.

Participating as panel members will be: Lester J. Eck, vice-president, Minneapolis Gas Co.; Martin I. Mix, operating engineer, The Peoples Gas Light & Coke Co., Chicago; W. R. Fraser, experimental engineer, Michigan Consolidated Gas Co., and H. B. Noyes, vice-president, Washington Gas Light Co., Washington, D. C.

Six informal luncheon conferences are scheduled for Monday afternoon under the direction of the respective committee officials. Main feature of the Corrosion meeting will be a panel discussion on "Development of a Corrosion Control Program." M. C. Miller, Ebasco Services Inc., New York, will serve as coordinator, and P. H. Miller, Texas Eastern Transmission Corp., Shreveport, La., will act as moderator.

The Distribution Design and Development conference on Monday afternoon will cover the following topics: methods of computing both maximum hourly rate and maximum day requirements; regulator capacities as determined by field tests; use and results of time and temperature controlled LP regulators; type of distribution regulator structures erected by various gas companies; above-ground distribution regulator structures vs. underground vaults, and safe practices.

At least eight topics are scheduled for discussion at the Construction and Maintenance session. These include: power driven tapping machines; mechanical methods of breaking pavement; mechanical methods of backfilling; purging mains; methods of laying C.I. mechanical joint pipe; methods of bagging off LP mains; installation of mains in congested areas; and blocking, anchoring and protecting high pressure mains in the distribution system.

Meters and Metering delegates will



Karl Schmidt who will tell delegates how Detroit increased its distribution capacity to supply an extra 100,000 space heating customers

consider subjects such as: standard procedure for capacity tests of meters supplementing present procedure formulated by 1922 Meter Committee; bringing up to date the bibliography of meters and metering; demand meters; leather diaphragms and dressing; synthetic diaphragms; procurement of tin plate with coating suitable for gas meters, and questionnaire on meter repair shop details.

A symposium on application and maintenance of generator equipment will head the program for the Motor Vehicles luncheon conference. As in past years, this meeting will be sponsored jointly by the A. G. A. and EEI committees. J. L. Coyne, Rochester Gas & Electric Corp., will act as discussion leader. Speakers will be F. P. Plovick, Delco-Remy Division, General Motors Corp., on "Direct Current Electrical Power Equipment," and Robert Gray, technical service engineer, The Leece-Neville Co., Cleveland on "Alternator-Rectifier Battery Charging Systems."

Numerous discussion leaders will help to broaden the scope of the Work on Consumers' Premises meeting. Topics will include: simplification in and standardization of gas appliances; development of the service training kit idea; dust troubles and filters; and safety in customer service.

Five major addresses are tentatively slated for the Tuesday morning general session. S. E. Critchfield, superintendent

of residential service, Southern California Gas Co., will discuss "Study and Analyses of Methods of Taking and Dispatching Customer Service Orders." The next topic, "Comparative Meter Performance Under an Extended Periodic Change Program," will be discussed by G. G. Dye, standards & meter shop engineer, Southern California Gas Company. Karl Schmidt, technical assistant, Michigan Consolidated Gas Co., will show the delegates "How Detroit Increased Its Distribution Capacity to Supply an Additional 100,000 Space Heating Customers." An intriguing title, "The 'Philadelphia Story' on Home Heating Light-Ups" has been selected for presentation by C. S. Hazel, assistant manager, customer service department, The Philadelphia Gas Works Company.

Importance of the utility company employee will be stressed during the final talk on Tuesday morning. L. A. Brandt, director of employee relations, The Peoples Gas Light & Coke Co., will discuss "Significance of Employee Relations to Your Job."

Two parallel morning conferences will also be held on Tuesday. Sidney E. Trouard, New Orleans Public Service Inc., chairman, A. G. A. Corrosion Committee, will preside at the Corrosion meeting. He will be assisted by the committee vice-chairman, P. H. Miller.

Featured addresses will start with a talk "Use of Magnesium Ribbon for Cathodic Protection" by T. W. O'Brien, Consumers Power Co., Jackson, Michigan. Lewis B. Donovan, Consolidated Edison Co. of New York, Inc., will discuss "Gas Holder Corrosion Mitigation." Hugo W. Wahlquist, Ebasco Services Inc., will speak on "Cathodic Protection to Bare Pipelines." Final speaker of the corrosion conference will be Wayne Schultz, Morain Coating and Construction, Inc., Youngstown, Ohio, on the subject "Reconditioning of Underground Steel Gas Mains."

J. L. Coyne, Rochester Gas & Electric Corp., A. G. A. committee chairman, will preside at the Motor Vehicles morning conference. Assisting will be the vice-chairman, P. W. Rogers, The Ohio Fuel Gas Company. L. E. Alexander, Cleveland Electric Illuminating Co., will act as discussion leader.

Two addresses are planned. Harry Schneider, Timken Detroit Axle Co., Detroit, will discuss "Application and Maintenance of Axle Assemblies." J. V.

Bassett, Raybestos Manhattan, Inc., Detroit, will speak on "Brake Maintenance."

Tuesday afternoon will be devoted to informal sessions of six luncheon conferences on the following subjects:

Corrosion—insulated joints, galvanic anodes, rectifiers, cathodic protection, pipe coating, dissimilar metals, and reference electrodes.

Distribution Design and Development—questions on Detroit pressure conversion story; the number of service regulators to be used in reducing high pressure for rural customer service; policies for extension of gas service to fringe areas; testing procedures used in new distribution piping installations; use of pop valves, oil seals, or other relief equipment for outlet of distribution regulators; and the best method for facilitating resumption of gas service following an outage or shut-off.

Construction and Maintenance—safe practices; leakage surveys, including methods for accumulating and recording data on leakage and main conditions; locating water leaks in distribution systems; installation of bell joint clamps; methods of service installation; schedules and methods of testing and adjusting instruments used throughout the distribution system; training and testing construction and maintenance personnel, and maximum pressure in C.I. intermediate and low pressure systems.

Meters and Metering—domestic regulators; safety practices; orifice meter research; meter setting practices (emphasis on outdoor sets); meter repair shop layout and systems; testing large meters in place; mechanical aids in meter shops; and age change periods.

Motor Vehicles—experience with low pressure and special snow tires; adequate heaters for crew compartments; maximum use of passenger car equipment; driver training and tests; accident repair costs; fleet cost and maintenance records; ring life and cylinder wear as a function of mileage; air and electric wrenches.

Feature event of this motor vehicles conference will be a panel discussion on garage operations. Linn Edsall, chairman, EEI Motor Vehicle Committee, will serve as discussion leader. Panel members will be: Jean Y. Ray, Virginia Electric & Power Co.; F. M. Rudman, Michigan Consolidated Gas Co.; E. J. Graham, Public Service Co. of Colorado, and M. C. Alves, Union Electric Co. of Missouri. (Continued on page 28)

Conference delegates from seven states to assess domestic sales planning

All aboard for Eastern Natural



James E. Humphreys, chairman of A. G. A. Sales Council which has drawn a broad array of talent



George L. Scofield, vice-chairman of the Sales Council for Eastern Natural sales conference

The green light for intensive campaigning on the domestic gas sales front will be flashed at the Eastern Natural Gas Regional Sales Conference next month. Delegates from seven states—Kentucky, Maryland, New York, Ohio, Pennsylvania, Virginia and West Virginia, will receive a dramatic picture of the gas industry's armament to meet the competitive sales year ahead. Conference sessions will be held at Hotel William Penn in Pittsburgh, April 17 and 18.

This annual event of the Association's Residential Gas Section has become a valuable "sounding box" for ideas to help members tie in their sales efforts on the local level. Under the leadership of its chairman and vice-chairman, James E. Humphreys, The Ohio Fuel Gas Co., and George L. Scofield, Republic Light Heat and Power Co., Buffalo, N. Y., the Sales Council has drawn on a broad array of talent.

As the lead-off speaker on Monday, a top gas industry official will deliver an inspirational address on the subject "Full Speed Ahead." He will discuss the need for increased sales momentum and tell how to meet competitive efforts. Harold Massey, assistant managing director, Gas Appliance Manufacturers Association, will follow with a presentation on the gas laundry dryer. His talk will cover advantages of this relatively new appliance to the customer, the utility, the dealer and the consumer. He is also expected to discuss new sales approaches for this important load builder.

"Show 'Em and Sell 'Em" is the title selected for a discussion of the gas laundry dryer. The speaker will be announced when the completed program is released. A dramatic presentation on merits of automatic gas cooking will be presented by Sol D. Weill, eastern man-

ager, Geo. D. Roper Corp., Philadelphia.

Following the conference luncheon, five major addresses are tentatively scheduled for Monday afternoon. First event will be a demonstration entitled "Gas Has Got It for Cooking." This will be followed by a description of the 1950 Servel campaign. W. Paul Jones, president, Servel Inc., Evansville, Ind., will address the delegates on this subject.

New aspects of the water heating load and an analysis of its value to the gas industry will be covered by Frank McFerran, general sales manager, Ruud Manufacturing Co., Pittsburgh. Tentative title is "Gas Has Got It for Water Heating."

Seldom before has there been so pressing a need for expanding and reactivating gas industry sales forces. Various facets of this problem will be analyzed by H. D. Valentine, manager of sales promotion, The Peoples Gas Light and Coke Company. Mr. Valentine will devote most of his remarks to recruiting, selection and training of salesmen.

Gas summer air conditioning, another important load builder, will be discussed by John Gilbreath, Servel Inc. His talk, "Selling a Logical Load," will cover sales techniques, value of the load, and other vital factors.

Four major talks have been scheduled for the Tuesday morning session. C. E. Hall, assistant promotional director, A. G. A., will start the proceedings on the subject "Motion Pictures—A Key to Sales." His remarks will outline the importance of films as a sales medium and will include a showing of McCall's New Freedom Gas Kitchen film in color.

The intriguing title "Cut Yourself A Piece of Cake" (Continued on page 28)

Distribution Conference

(Continued from page 26)

Work on Consumers' Premises—Customer opinion surveys, training methods, and wrinkles in regard to customer service work.

Two general sessions and a Motor Vehicles conference will be held on Wednesday. Opening the morning general session, John F. Heil, assistant superintendent, The Peoples Gas Light and Coke Co., will speak on "Use of Boring and Pushing Equipment." F. G. Sandstrom, division engineer, Consolidated Edison Co. of New York, Inc., will discuss a particularly timely subject "Bringing Natural Gas to the New York Metropolitan Area." "Conversions As They Affect Work on Consumers' Premises" will be expounded by R. H. Busard, superintendent of service, Washington Gas Light Company. The corrosion speaker on the morning general session, Robert J. Kuhn, consulting engineer, New Orleans, La., will talk on "Cathodic Protection on the 840-Mile Texas Gas Transmission Corporation 26-inch Pipeline from Texas to Ohio." Final speaker of the morning session will be Frank Witting, research engi-

neer, The Peoples Gas Light & Coke Co., on the subject "Testing, Installation, Performance and Maintenance of Rotary Gas Meters."

P. W. Rogers, The Ohio Fuel Gas Co., will serve as discussion leader at a round-table discussion on fleet operation problems. This event will be the feature attraction of the Wednesday morning Motor Vehicles conference. Discussion topics will include: shop safety, outdoor storage, undercoating, mobile cranes, light metal for bodies, automotive repair shop design, and storage garage design.

Final general session of the Detroit conference will be devoted to showings of four motion picture films on safe practices, handling of coated pipe, dispatching of city distribution gas, and developments in metering.

Eastern Natural

(Continued from page 27)

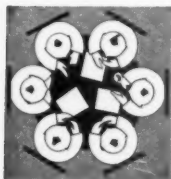
has been selected by Frank W. Williams, secretary, A. G. A. Residential Gas Section. Sales training and dealer relations will be the topic. Other titles selected for Tuesday morning are "What's Ahead for Gas House Heating" and

"Why People Buy." The last address will be a humorous discussion of buying motives and sales approaches.

James E. West, Washington Gas Light Co., Washington, D. C., will open the Tuesday afternoon meeting. Under the title "Gas Sales in Multiple Housing" he will discuss the method of approach in this field, the question of subsidies, and ways to sell. Final event on the program will be a dramatic presentation on free enterprise. "Time's A'Wastin'" is the title; the speaker—Thomas M. Joyce, general counsel, Massachusetts Electric & Gas Association, Boston. Mr. Joyce will outline a dramatic conception of free enterprise and what it means to the gas industry.

Mr. Humphreys will preside at the opening session and Mr. Scofield at the Monday afternoon session. L. M. Holmes, Dayton Power & Light Co., Dayton, Ohio, will preside on Tuesday morning. Presiding officer at the final session will be Lee Corn, The East Ohio Gas Co., Cleveland, Ohio.

Special Friendship Rooms will be sponsored on each day by the gas appliance manufacturers. Further details will be available soon in an advance program which will be distributed to the industry.



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

● "Be a Better Boss" is the title of a ten-unit correspondence course for supervisory personnel issued by New York Central Railroad System. The course provides hundreds of ideas on the things which employees expect of their supervisors, and what supervisors should expect from their employees. It was prepared under the direction of L. W. Horning, vice-president, personnel and public relations of the New York Central System. More than 3,000 New York Central supervisors from all ranks and departments enrolled for this voluntary home study course. The material for each of the ten units is printed in a small pamphlet. In the back of each pamphlet is a sealed quiz sheet which the supervisor unseals after doing the work of his unit, fills out and mails in to training headquarters. Some of the topics covered in the ten units are: how to induct a new employee, understanding people, and learning to lead.

● Glossary of currently used wage terms has been issued by U. S. Department of Labor. Copies may be secured by writing

to Bureau of Labor Statistics, U. S. Department of Labor, Washington 25, D. C.

● "Handbook of Personnel Forms and Records" has been compiled by American Management Association. Contents include sample forms used in the various major divisions of personnel administration. AMA isn't placing itself in the position of prescribing the use of these sample forms but rather it has collected these samples which it hopes will serve as references in helping companies draft forms which will be tailor-made for their particular needs. Descriptive information explains the purpose and method of use of each general type of form. Price of the handbook is \$2.50 for members of the association and \$3.50 for non-members.

● "Labor Dictionary" by Paul Hubert Casselman. Philosophical Library, New York. 554 pages. \$7.50. "Dictionary of Labor Law Terms," Commerce Clearing House, Chicago. 94 pages. \$1.00.

Modern labor practice has coined an argot all its own. Statutes, judges, arbitrators, industrial techniques, picket lines—all these and many more have contributed to the molding of distinctive vocabulary, sure

knowledge of which is essential to management-labor understanding and the minimizing of industrial unrest.

Minds meet when words have mutually understood meanings. Thus, with harmony in labor relations and mutual understanding of this working speech so inter-dependent, there is real need that this new vocabulary become a true common language.

These two lexicons, are designed to codify precisely the meanings of terms used in what to the general public, and even to industrial relations experts themselves, has become something of a jargon.

They bring together the words, terms and phrases which make up this special language and define them in the light of their specialized labor-law meanings. Together or separately, they could be an invaluable aid in clarifying management-labor negotiations.

● The Peoples Gas Light and Coke Co., Chicago, is starting a new program in the area of management development called "Management Training Program." It will provide scheduled work assignments for selected management employees in various

(Continued on page 39)

A.G.A. projects lay groundwork for innovations in commercial cooking

Research leads way to new era

a PAR activity

There is no doubt that the commercial gas appliance industry has witnessed remarkable improvements in recent years. It is, moreover, on the threshold of new innovations that will be traceable to the effectiveness of the standards and testing program. Much remains to be done in the face of increasing competition for customer good will. Cognizant of this problem, the A. G. A. Committee on Industrial and Commercial Gas Research has instituted a broad program of research to lay the foundation for these improvements.

Projects conducted to date at the A. G. A. Laboratories have been of mutual interest to both the gas industry and the commercial appliance industry. They are particularly appropriate to the problems now confronting these industries.

Briefly, existing problems involve simplification of construction, easier operation, increased heating speeds without loss of economy, improved automatic ignition, improved automatic control, increased accessibility and improved venting in respect to both operation and servicing of commercial cooking appliances. Improvements along these lines will definitely stimulate the sale of commercial gas cooking equipment. Consequently, the information obtained from these studies has been speedily distributed to interested manufacturers and design engineers as printed bulletins and reports and through periodic conferences and clinics with manufacturers. One comprehensive bulletin and five reports have been published to date, the titles of which are listed below:

Research Bulletin No. 24—Research in Fundamentals of Immersion Tube Heating with Gas

Report No. 1064—An Investigation of Auto-

matic Plug-In Connectors for Gas Appliances

Report No. 1090—Study of Possibilities of Heating Contemporary Gas Food Service Equipment with Power Burners

Report No. 1105—Study of the Factors Affecting the Application of Gas to Counter Appliances (Coffee Urns)

Report No. 1112—Study of the Factors Affecting the Application of Gas to Counter Appliances (Steam Tables)

Report No. 1130—Study of the Factors Affecting the Application of Gas to Counter Appliances (Dry Food Warmers)

Research Bulletin No. 24 presents basic design data for various sizes of industrial and commercial gas immersion tube heaters. Special consideration is included on designs of gas deep fat fryers for improving heating speed and heat transfer characteristics. Data are presented on an experimental deep fat fryer embodying principles developed during this investigation.

Possibilities analyzed

Report No. 1064, as its title implies, is the result of a study of the commercial gas industry's need for rapid and convenient means of connecting portable gas appliances to a suitable gas supply. No contemporary plug-in gas connector was found to provide satisfactory performance with respect to proposed specifications. However, the report includes recommendations for appropriate modifications of design which will achieve the desired operation conveniently and practically.

Possibilities of heating contemporary gas food service equipment with power burners are analyzed in Report No. 1090. Considering both the advantages and disadvantages which may be expected, it is shown that power burners are feasible and appear to provide certain improvements in appliance performance. Recommendations are therefore presented as to scope and nature of research necessary to

develop satisfactory applications.

As may be implied from their titles, Reports Nos. 1105, 1112 and 1130 concern the application of gas to coffee urns, steam tables and dry food warmers with respect to heat application, aeration, venting and control. Recommendations are presented on the design of such gas-burning equipment for satisfactory performance, burner operating characteristics, adequate primary aeration and mixing as well as proper design for secondary aeration and venting. Likewise, consideration of adequate automatic controls is included from the standpoint of obtaining high operating efficiency with a minimum of time required to operate the appliance. Obviously, the importance of these controls is enhanced in that they reduce the possibilities of unsatisfactory operation and eliminate the likelihood of accidental injury to the appliance.

Another report in this same series is now being printed on the subject of broilers and combination broilers and griddles. It will be distributed as Report No. 1150.

Under preparation at the Laboratories is another research bulletin on heating commercial gas cooking appliances with power burners. This could be regarded as an extension of the work presented in Report No. 1090, along lines of the proposed recommendations for further investigation.

Two investigations are currently under way at the Laboratories. The first is a study of basic heat application factors of deep fat fryers. Included is an extension of the applicability of power burner equipment as a means of improving the initial speed of heating and the speed of heat recovery of this type of appliance. The second investigation con- (Continued on page 39)

Industry news

Editors discuss gas range of the future

GAS RANGE MANUFACTURERS are planning years ahead for improvements in design which will keep step with the cooking needs of the American housewife. This fact was brought out dramatically during an unprecedented conference at the Ritz-Carlton Hotel in New York City on February 15.

What today's homemaker wants and needs in an automatic gas range built to CP standards was discussed by 75 home equipment and food editors of leading publications. Sixty-nine representatives of the gas range manufacturers and top officials of the gas industry disclosed recent developments and planning. The meeting was staged by the CP range division, Gas Appliance Manufacturers Association.

Of particular interest to the editors were the CP specifications for automatic gas ranges which are used by 22 manufacturers who make 50 percent of all gas ranges produced. First introduced in 1937, these specifications are

created by GAMA on recommendations made by American Gas Association, Liquefied Petroleum Gas Association, leading manufacturers, home economists, and other interested groups. CP specifications are designed to provide a buying guide for the consumer and are the highest standards of the gas industry.

Editors agreed in general that women want gas ranges with two ovens, waist-high broilers, an oven that heats to 400 degrees in ten minutes and maintains a 250 degree temperature at the turn of a switch. Other desired features, they declared, are a place to warm plates and a surface burner rack that would hold a small pan steady. The ideal gas range also has cool sides and top when the oven is on high, and cool oven handles. The consensus of opinion was that women want gas ranges built in sections that could be fitted into assorted positions in the kitchen.

One industry speaker unveiled preliminary sketches showing some of the manufacturer's ideas for ranges far in the future. Drawings of advanced designs, none of which are in actual production, showed ranges that resembled living room or bedroom storage chests.

Irene Muntz, home service director, Rochester Gas and Electric Co., and chairman, A. G. A. Home Service Committee, officiated as conference chairman. Jessie McQueen and Jean Thompson, A. G. A., were hostesses.

Harold E. Jalass, chairman, CP group, welcomed the conferees. Different aspects of automatic gas range design, production and testing were then outlined by industry experts.

Edwin L. Hall, director, A. G. A. Laboratories, discussed the Laboratories' requirements and test procedures. Discussion was directed by Mrs. Helen Kendall, equipment editor, *Good Housekeeping* magazine.

CP specifications and program objectives

were detailed by James I. Gorton, director of the GAMA CP program. Mrs. Elizabeth Sweeney Herbert, equipment editor, *McCall's*, led the discussion.

Another important topic, design and construction, was covered by Thomas Gibbons and Edward Vandas, American Stove Co. The discussion was led by Edith Ramsay, home equipment editor, *The American Home*.

Automatic controls was the next subject considered. E. Carl Sorby, vice-president, Geo. D. Roper Corp., was the speaker, and Ada Bessie Swan, household equipment consultant, *Woman's Home Companion*, was the discussion leader.

Top surface cooking was described and analyzed by Harold E. Jalass, vice-president, Cribben and Sexton Company. Discussion was directed by Hildegarde Popper, equipment editor, *House and Garden*.

Addressing the luncheon, Harold Massey, assistant managing director of GAMA, told the editors "What We Can Do for You."

Paul I. Berno, sales merchandising manager, Tappan Stove Co., opened the afternoon meeting with a talk on oven design and performance. His remarks were discussed under the leadership of Margaret Davidson, equipment editor, *Ladies Home Journal*.

Broiler design and performance was described by Gordon P. Hentz, general sales manager, Estate Stove Company. Eleanor Sense, editor, *Forecast*, led the discussion. Next feature was a talk on LP-gas for rural homes. The speaker was Julius Klein, vice-president, Caloric Stove Corporation.

Final event of the conference was an address by Hugh H. Cuthrell, vice-president, The Brooklyn Union Gas Co., and president of A. G. A., who painted a clear picture of "What's Ahead" in automatic gas ranges.

Research and utilization conference planned

a PAR activity

U P-TO-DATE DEVELOPMENTS in gas appliance research

and utilization will be reviewed in Cleveland, Ohio, next month. The occasion is the 1950 American Gas Association Research and Utilization Conference, scheduled for April 25 and 26 with headquarters at the Hotel Statler.

Gas company engineers, installation and service men will join with appliance and accessory company engineers, designers and field men. Together they will appraise the latest information developed from research on appliance, and appliance installation and learn of the latest techniques and practices in installing, operating and servicing gas appliances and equipment. This is the only opportunity during the year for these two groups to meet and discuss their mutual problems.

The continued trend toward smaller houses, tighter construction, and less space for installing and operating gas appliances has created practical and technical problems.

Understanding and solution of these problems is of utmost importance to every gas company and appliance company. Intensified competition makes it necessary to bring the cost of appliances, their installation and servicing down to a minimum.

Important subjects will be presented in non-technical and semi-technical language by the leading experts in the gas industry. Clinics on utilization and new developments will provide subjects of interest to all delegates.

William R. Teller, director of engineering, Bryant Heater Division, Affiliated Gas Equipment, Inc., Cleveland, is chairman of the conference committee. This hard-working group has secured for speakers and discussion leaders an impressive list of experts in different fields. Several speakers from related industries will bring valuable technical and other material to the meetings.

R. J. Rutherford, president, Worcester Gas Light Co., Worcester, Mass., is chairman of the Association's Committee on Domestic Gas Research. Mr. Rutherford will



R. J. Rutherford¹



W. R. Teller²

preside at the opening session and also lead one of the general clinics.

All phases of venting, ignition and combustion will receive attention at the conference. Important venting problems face the industry and, with the rapidly increasing use of automatic ignition, there are numerous problems and practices that have not yet been resolved. This is also true of combustion and burners. Closer combustion and burner tolerances are needed to obtain better performance of appliances on customers' premises. These problems will all receive close attention.

An advance program will be sent to gas companies and to appliance and equipment manufacturer companies. Reservations should be made with the Hotel Statler.

¹ Chairman, A. G. A. Committee on Domestic Gas Research.

² Chairman, conference committee.

³ Guest speaker and chairman, A. G. A. Committee on Comparison of Competitive Services.

Gas men plan ASME conference session

THREE WELL KNOWN members of the gas fraternity will take active part in the conference of the Process Industries Division and Pittsburgh Section, American Society of Mechanical Engineers, this spring. The meeting will be held at the Hotel William Penn in Pittsburgh, April 24-27.

Frederic O. Hess, president, Selas Corp. of America, Philadelphia, will address a morning session on April 25 on the subject of progress in radiant heating of steel with gas. A special panel of steel and gas men will discuss Mr. Hess' paper and answer

questions from the floor. D. S. Keenan, president, Carnegie Natural Gas Co., Pittsburgh, will serve as chairman of the morning session, and Paul W. Craig, industrial and commercial sales manager, Equitable Gas Co., Pittsburgh, will serve as vice-chairman.

Plumbing officials visit A.G.A. Laboratories

THE WESTERN PLUMBING OFFICIALS ASSOCIATION held its monthly meeting at the Pacific Coast Branch of American Gas Association Laboratories on January 27. Members and guests were given an opportunity to become acquainted first-hand with the A. G. A. approval plan and the manner in which gas appliances are tested.

The meeting marked the initial visit of members of the plumbing association to the Laboratories. Ninety members and guests, consisting of plumbing officials, master plumbers and apprentices attended. Luncheon was provided by Southern California and South-

ern Counties Gas Companies, both of which have been active in promoting the wider acceptance of A. G. A. approved gas appliances by those installing them.

H. B. Payne, Southern California Gas Co., acted as master of ceremonies and introduced W. H. Vogan, manager, Pacific Coast Branch, following the luncheon. Mr. Vogan welcomed the guests and invited them to tour the Laboratories in small groups to witness typical test assemblies which had been especially arranged for the occasion. Also introduced were G. J. Sandusky, Guy Corfield, Hugo Johnson and R. C. Terradell, Southern

California Gas Co.; J. Reid, Southern Counties Gas Co., and members of the Laboratories staff.

A feature of the meeting was a showing of the film, "Winning Seals of Approval" which helped to prepare the guests for the tour of the Laboratories. As a result of the visit two secretaries of plumbing locals requested permission to have master plumbers and apprentices review the testing of gas appliances at American Gas Association Laboratories. This would be done as part of their training prior to the granting of licenses.

Brand heads LP group

LEE A. BRAND, vice-president, Empire Stove Co., Belleville, Ill., was elected chairman of the National Committee for LP-Gas Promotion last month at a meeting of the group held in Chicago. He succeeds the late John C. Pankow, director of sales for Detroit-Michigan Stove Co., who died November 30.

The committee has supervision over the national promotional program now being launched by the liquefied petroleum gas industry. Three trade organizations—Liquefied Petroleum Gas Association, Natural Gasoline Association of America, and Gas Appliance Manufacturers Association—are co-sponsoring the project.

A veteran of 30 years in the gas business, Mr. Brand started his career in 1920 with The Laclede Gas Light Co., St. Louis, Mo., where he served successively as assistant general sales manager, sales manager of the domestic division and manager of the gas heating department. He became associated with Empire Stove Company in 1938 as general sales manager and was elected vice-president in 1942.

One of the best known figures in the LP-gas industry, Mr. Brand has been prominent for many years in Liquefied Petroleum Gas Association and Gas Appliance Manufacturers Association. He is currently a member of the board of directors and chairman of the appliance manufacturers section of LPGA and chairman of the codes and regulations committee of GAMA. He is also identified with American Gas Association and is serving on the advisory committee of Southern Gas Association.

Pierre Vinet, director of sales promotion for George D. Roper Corp., Rockford, Ill., was appointed chairman of the committee's training subcommittee. The post was formerly held by Mr. Brand.



Representatives from Western Plumbing Officials Association inspecting gas water heater test procedures. W. H. Vogan and Frank Fiedler of A. G. A. Laboratories staff shown at the extreme left

Gas industry men active in PUAA



Gas industry is well represented in Public Utilities Advertising group above. PUAA officers are: president—F. I. Fairman (front, sixth from left), Kentucky Utilities; first vice-president—W. B. Hewson (rear center), The Brooklyn Union Gas Co.; second vice-president—J. E. Canfield (front, second from left), Wisconsin Power & Light; third vice-president—P. L. Penfield (rear left), Detroit Edison; secretary—C. D. Lyon (rear, fourth from left), Potomac Edison; treasurer—M. Schenck (rear right), Interstate Power. The association's convention will be held in Kansas City, May 11 and 12

A.G.A. names 1950 convention committee

GEORGE E. WHITWELL, vice-president, Philadelphia Electric Company, has been appointed chairman of American Gas Association's 1950 General Convention Committee, according to an announcement by Hugh H. Cuthrell, vice-president, The Brooklyn Union Gas Co., and president, A.G.A.

Other members of the committee which will be responsible for arrangements for the A.G.A. Thirty-second Annual Convention to be held at Atlantic City, N. J., Octo-

ber 2-6, 1950, are: Frank H. Adams, president, Surface Combustion Corp., Toledo, Ohio; L. L. Baxter, president, Arkansas Western Gas Co., Fayetteville, Ark.; R. R. Blackburn, vice-president and secretary, Southern California Gas Co., Los Angeles, Calif.; Henry Fink, president, Michigan Consolidated Gas Co., Detroit, Mich.; A. J. Gonnoud, president, Kings County Lighting Co., Brooklyn, N. Y.; Dorris P. Hartson, vice-president and general manager, Equitable Gas Co., Pittsburgh, Pa.; L. E. Knowl-

ton, executive vice-president, Providence Gas Co., Providence, R. I.; Lovett C. Peters, vice-president, The Laclede Gas Light Co., St. Louis, Mo.; Earl Smith, president, South Jersey Gas Co., Atlantic City, N. J., and Kurwin R. Boyes, secretary, A.G.A., convention manager.



G. E. Whitwell

Committee to examine A.G.A. constitution

ESKIL I. BJORK, vice-president, The Peoples Gas Light & Coke Co., Chicago, has been appointed chairman of a committee to explore the necessity of revising the constitution and by-laws of American Gas Association. Other members of the committee, appointed by Hugh H. Cuthrell, vice-president, The Brooklyn Union Gas Company, and president of A.G.A., are: John C. Flanagan, vice-president and general manager, United Gas Corp., Houston, Texas; A. J.

Gonnoud, president and general manager, Kings County Lighting Co., Brooklyn, N. Y.; Robert A. Hornby, vice-president, Pacific Lighting Corp., San Francisco, Calif., and W. G. Rogers, vice-president, The East Ohio Gas Company, Cleveland, Ohio.

Since the original A.G.A. constitution was put in effect almost 30 years ago, many new amendments have been adopted. It is believed those amendments have produced inconsisten-

cies which could be eliminated. The committee is expected to offer recommendations on constitutional changes which will define more clearly American Gas Association's current basis of operations.



E. I. Bjork

Gas industry host to German experts

THE AMERICAN GAS INDUSTRY has host last month to four German gas production experts as a part of a Marshall plan study conducted under auspices of the Economic Cooperation Administration. The group's six-week itinerary was planned by ECA with the assistance of American Gas Association which arranged contacts for the German scientists in the cities they visited.

Modern American developments in the production and distribution of manufactured gas were studied by the German gas experts. They

were interested specifically in the operation of gas works, operation of coal crushing and mixing plants, piping networks, long distance transmission, uses of gas and perfecting of domestic gas appliances.

Starting point of the visit was an orientation meeting at A. G. A. headquarters in New York. The group then toured a large number of individual plants, A. G. A. Laboratories, Institute of Gas Technology, Bureau of Mines, steel mills and gas equipment

manufacturing plants. Also on the agenda were trips to large users of industrial gas. On March 9, the group returned to New York and conferred again with members of the A. G. A. staff.

The visiting experts were Dr. Heinrich Kaun, director of public utilities, and Dr. Ernst Schenk, general manager, gas division, Stuttgart; Dr. Alfred Mette, director of public utilities, and Dr. Ernst Michel, general manager, gas division, Hamburg, Germany.

Top authorities head natural gas program

NEW DEVELOPMENTS in research and other important phases of gas industry progress will be reviewed and discussed at the spring meeting of the Association's Natural Gas Department. Natural gas men from all sections of the United States and Canada are expected to attend the conference in Tulsa, Okla., May 8 and 9.

An impressive array of experts is being enlisted by the program committee under the chairmanship of Paul R. Taylor, Stone and Webster Service Corp., New York, N. Y. Two morning general sessions and open meetings of the Transmission Committee on both afternoons are being arranged to cover the industry's most challenging problems.

Highlight of the opening general session will be an address by the Department's chair-

man, D. A. Hulcy, president, Lone Star Gas Co., Dallas, and vice-president, A. G. A. Topping the program will be a review of A. G. A. research activities and a discussion of current legal matters. Recent developments in regulation by state and federal agencies will be stressed along with important commission and court decisions.

Hugh H. Cuthrell, vice-president, The Brooklyn Union Gas Co., and president of A. G. A., will summarize gas industry progress at the second session. Natural gas reserves will be surveyed by a top authority on that subject. A panel discussion of costs versus rates will present the ideas of speakers from various parts of the country. Concluding event of the session will be the show-

ing of a sound-color film sponsored by The Columbia Gas System, Inc.

Transmission Committee Chairman F. A. Hough, Southern Counties Gas Co., Los Angeles, is preparing a program of interest to all operating personnel. Topics tentatively scheduled for discussion are: line type storage, operating characteristics of high clearance compressor cylinders, operating costs of centrifugal and axial flow compressors, recent gas turbine installations, pipeline cleaning practices, and current trends in the use of automatic unattended compressor stations.

During another special afternoon session the Accounting Committee will discuss recent developments in that field. Other committee groups will meet in closed sessions.

Gas industry to honor Peoples Gas birthday

ASPECIAL COMMITTEE of five past-presidents of American Gas Association has been appointed by Hugh H. Cuthrell, president of A. G. A. The group will represent the gas industry at the dedication of a gas industry exhibit to be presented to Chicago

Museum of Science and Industry by The Peoples Gas Light and Coke Company, in celebration of the Chicago utility's 100th anniversary.

Former A. G. A. presidents who will attend the dedication of the exhibit in Septem-

ber 1950 are: E. J. Boothby, president, Washington Gas Light Co., Washington, D. C.; R. H. Hargrove, president, Texas Eastern Transmission Corp., Shreveport, La.; Robert W. Hendee, president, Colorado Interstate Gas Co., Colorado Springs, Colo.; Hudson

W. Reed, president, The Philadelphia Gas Works Co., Philadelphia, Pa., and J. French Robinson, president, The East Ohio Gas Co., Cleveland, Ohio.

Using colorful visual displays, the gas industry exhibit will recount some of the early history of gas. The newest display methods will be used to depict modern production and utilization of gas as a fuel.

Because of the importance of this exhibit and its contribution to the historical record of the gas industry a resolution was adopted at the 1949 A. G. A. Convention "that a special committee of five distinguished leaders in the American gas industry, who are not residents of Chicago, be appointed by the president to represent the A. G. A. at the dedication of the exhibit."

The Executive Board of the Association approved the recommendation at its last meeting. Each of the five past-presidents named has accepted Mr. Cuthrell's invitation to serve on the committee.

GAMA exhibition

A NEW RECORD for the number of gas appliance exhibitors registering and booking space in the first week for the 1950 Exposition of Gas Appliances and Equipment was made on Thursday, February 16.

The announcement was made by Harold Massey, assistant managing director, Gas Appliance Manufacturers Association. The group will sponsor the exhibit in Atlantic City, October 2-6, 1950, during American Gas Association's annual convention.

According to Mr. Massey, "One hundred manufacturers of gas appliances and equipment made reservations for space for the forthcoming exposition during the first week. This is a new record in the history of the show which is held every two years in conjunction with the regular convention of the American Gas Association."

"Naturally we are quite pleased over the quick response and the acceptance we have received from the manufacturers. In the past our exposition has been the largest of its kind ever held and present registration demand points to our breaking all past records in the number of exhibiting manufacturers represented," Mr. Massey said.

More than 1,200 new and improved gas operated products were displayed at the exposition two years ago.

Egypt seeks ranges

EGYPTIANS want to cook with gas, but the march of culinary progress in the land of the Pharaohs is stymied until they can obtain gas ranges with extra-wide-spaced burners. The problem is due to the fact the standard size Egyptian pan is much larger than those used in the United States.

An SOS was voiced in a recent letter from an Egyptian firm which asked GAMA's help in finding special ranges for LP-gas to meet the cooking requirements of the Egyptian people.

Birmingham gets gas water heater drive





Blue Flame
HOT WATER
SALE

Always flame the care of others to work and dry each year

Three miles of clothes to wash each year

Automatic GAS Water Heaters



\$5
DOWN

UP TO **36** MONTHS
TO PAY

\$15 FOR OLD
WATER HEATER

NEW 30-GALLON OR LARGER
Minimum Payment
\$5 Per Month



It's easier than ever to buy an Automatic Gas Water Heater during this "Blue Flame" Hot Water Sale. Look at the liberal terms!

Again and again, tests prove GAS is the most satisfactory fuel for water heating. A modern Automatic Gas Water Heater is like a giant thermos bottle. It always keeps water hot. It's scientifically insulated.

- **ECONOMICAL**—Costs less to buy and less to operate. No other kind of automatic water heater can furnish hot water at as low cost per gallon as does GAS.
- **SERVICE**—Quick recovery burner replaces hot water in the tank almost as fast as you use it. Abundant, dependable hot water, day or night, is assured when you use GAS.
- **WORK-FREE**—Gas is completely automatic. You set the temperature control like you set a clock, then forget it. When you turn on your faucet, the hot water is there.

FOR HOT WATER MAGIC
GAS has got it!

- COMPLETELY AUTOMATIC
- ABUNDANT SUPPLY
- LOW OPERATING COST
- ALWAYS CLEAN
- FAST
- CONVENIENT
- HEALTHFUL
- LOW FIRST COST

You can depend on the Gas Company for IDENTICAL SERVICE when you buy from the Gas Company or your favorite dealer.

ALABAMA GAS CORPORATION

BIRMINGHAM, ENSLEY, BESSEMER, ANNISTON,
GADSDEN, TUSCALOOSA, SELMA, MONTGOMERY,
AUBURN OPELIKA TALLADEGA

Gas water heater sales campaign sponsored by Alabama Gas Corporation was timed to coincide with A. G. A. "Size 'Em Up" campaign. Local effort was preceded by meeting of all sales and other key personnel on January 12. The GAMA "All-Aboard" theme was widely used. Advertisements referred to the drive as a "hot water sale" on the basis that customers are interested in hot water.

Portland (Ore.) meets record gas demand

TO 1% OF OUR CUSTOMERS

... we're sorry if you were inconvenienced by impairment of service during the recent cold spell. Thank you for your understanding.

TO 99% OF OUR CUSTOMERS

... we're happy that you suffered no interruption in your gas service—and that you were able to enjoy low-cost gas for cooking, water heating or house heating without any problems of fuel supply.

TO ALL OUR CUSTOMERS

... thanks to new and expanded facilities, no public request for conservation of gas was needed during the unprecedented cold spell.



PORTLAND GAS & COKE COMPANY

After successfully meeting unprecedented demands for gas during a record-breaking cold spell this winter, Portland Gas & Coke Co., Portland, Ore., ran this eye-catching advertisement. With temperatures sagging to three below zero, the coldest mark since 1888, gas sendout on five consecutive days was greater than the previous winter's biggest day by as much as 14 percent

Imagination

● The imagination is a gallery in which we hang pictures, both of what we have done and what we intend to do. We may not al-

ways turn these pictures into realities at once, but they are there to interest and encourage us, and to come to our aid when needed—*Grenville Kleiser.*

Air conditioning show

GAS APPLIANCES played a prominent role at the Southwest Air Conditioning Exposition held in Dallas, Texas, January 23-27.

Attendance at the fifty-sixth annual meeting of American Society of Heating and Ventilating Engineers which sponsored the exposition was close to record volume. Registrations were received from 44 states and four foreign countries.

Newsworthy items included a wall heater measuring 11 x 14 x 32 inches with a sealed combustion chamber which inducts air and exhausts fumes through an outer wall, thus requiring no chimney or ducts. The appliance is equipped with electric ignition, thermostatically controlled, rates a heat input of 31,000 Btu per hour and uses natural, manufactured or LP-gas.

Also going into production is a combination gas-oil burner provided with a electronic flame-failure safeguard. This can be switched from one fuel to another in less than one minute.

A number of manufacturers of heating equipment are concentrating on space-saving designs. New models in this sector appeared at many booths at the exposition. These small units are designed primarily for installation in small homes, but like the two-car-to-a-family idea that lifted automobile output at one time, manufacturers in this field are advocating two furnaces for the larger homes. This affords zone heating, simple duct work, relatively low cost and ready adaptability, especially to ranch-type houses in natural gas areas.

Tagged with a graphic new label, one of the established manufacturers exhibited for the first time a "heater-cooler" furnace, a twin-unit design incorporating a compressor type refrigerating unit and a gas furnace. It was shown in two sizes—three-ton cooling capacity for six rooms or less; five-ton suitable for the average seven-room home. The changeover from one unit to the other is accomplished merely by flipping a switch.

As expected, gas heaters were numerous at the exposition. Because of the steadily increasing demand for its steel boiler, one of the better known manufacturers developed and introduced at Dallas a de luxe model. Completely jacketed, quiet, economical and having a very fast recovery, it is rated at 100,000 Btu per hour. Yet it stands only 45 inches high and its cylindrical shell is but 20 inches in diameter.

Another manufacturer of gravity and forced warm air furnaces brought out a compact and handsomely packaged gas furnace, as well as an improved gas conversion burner.

This exhibitor also introduced a smaller horizontal design which is suitable for attic or under floor installation, but carries an output rating up to 80,000 Btu per hour with a free delivery of 1,250 cubic feet of heated air per minute. This same exhibitor has also developed a twin-fuel burner which operates selectively on gas or oil.

Individual specialties were featured in great numbers at the exposition. A novel application of radiant heating at the show was a vented "infra-red ray" unit gas heater for commercial applications.

A.G.A. holds Midwest Personnel Conference

CHANGES in the Federal Wage and Hour Law and in employee welfare plans were major topics of discussion at the Midwest Personnel Conference of American Gas Association, held at the Phillips Hotel in Kansas City, Mo., on February 2.

H. H. Duff, personnel director, Panhandle Eastern Pipe Line Co., Kansas City, Mo., presided at the morning session which comprised a panel discussion on Federal Wage and Hour Law changes. The Wage and Hour Public Contracts Division of the De-

partment of Labor recently issued a booklet, "Explanatory Bulletin Regulations Part 541," on this subject and the panel labeled this publication a valuable aid. The conference advised every company, in the light of the new regulations, to re-examine all employees formerly considered exempt from provisions of the Federal Wage and Hour Law.

The afternoon session was devoted to a discussion of recent changes in employee welfare plans. Roy L. Thomas, assistant sec-

retary, Colorado Interstate Gas Co., and chairman, A.G.A. Midwest Personnel Conference, led a discussion on selling the advantages of the American way of life and form of government to citizens of local communities. Eleven companies were represented at the meeting which was arranged by Mr. Thomas assisted by Vice-Chairman Joe T. Innis, Northern Natural Gas Co., Omaha, Nebr., and George C. Pardee, Metropolitan Utilities District of Omaha.

Court upholds minimum field price ruling

IN A DECISION that may have far reaching results, the Supreme Court of Oklahoma on January 17 upheld the authority of the state corporation commission to fix the price of natural gas at the wellhead in the Guymon-Hugoton Field.

In December 1947, the commission set a price of seven cents per thousand cubic feet as a conservation measure. Hearings before the commission had indicated an average weighted price of four cents per thousand cubic feet. The Peerless Oil and Gas Company had sought a price of ten cents. When

the commission set a price of seven cents, Cities Service Gas Co., joined by Phillips Petroleum Co., appealed to the state supreme court, challenging the power of the commission not only to fix prices but to set conditions on products destined for interstate commerce.

In its decision, the Oklahoma Court stated: "Incorporation commission power to regulate natural gas taken from a common source to prevent waste and protect the interest of the public by implication includes the power to use such means as are reasonably necessary

to accomplish that purpose and includes the power to fix a price in taking natural gas when necessary."

On January 19, Cities Service Gas Company announced that it would petition for a rehearing and, if denied, would appeal to the Supreme Court of the United States.

Last year the Kansas Corporation Commission ordered an eight-cent price for the Kansas sector of the Hugoton Field. Upheld by the state district court, that order is now on appeal to the Kansas Supreme Court.

Securities control bill

CONGRESSIONAL committee hearings opened last month on the controversial Crosser Bill. The proposed legislation would give the FPC jurisdiction over security issues by natural gas companies.

Testimony from interested parties was heard by a subcommittee headed by Representative Harris, Democrat from Arkansas. Representatives of gas and oil companies asked for amendments which would restrict the bill to interstate pipeline companies. In its present form, the legislation is broad enough to cover local distributing companies receiving natural gas from interstate pipelines, under situations similar to those outlined by the recent Supreme Court decision in the East Ohio Gas Company case.

Benjamin M. Feinberg, chairman, New York Public Service Commission, stressed the need for clear statutory language in the bill which would avoid duplicate regulation by state and federal authorities. Nelson Lee Smith, FPC chairman, testified in favor of the bill with a few minor amendments.

Laclede changes name

EFFECTIVE during March 1950, the name of The Laclede Gas Light Co., St. Louis, Mo., will be changed to Laclede Gas Company. Stockholders approved the change during an adjourned annual meeting.

Gas simile

● The next day the lake was as blue as a gas flame—

Richard Sullivan, *Good Housekeeping*.

Statement of the Ownership, Management, Circulation, Etc., Required By the Act of Congress of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946

Of American Gas Association Monthly published monthly, except July and August. Bi-monthly then; at Brattleboro, Vermont for October 1, 1949.

State of New York, County of New York, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Jac A. Cushman, who, having been duly sworn according to law, deposes and says that he is the Editor of the American Gas Association Monthly and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, American Gas Association, Inc., 420 Lexington Ave., New York 17, N. Y.; Editor Jac A. Cushman, 420 Lexington Ave., New York 17, N. Y.; Managing Editor, None; Business Manager, None.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

American Gas Association, Inc., 420 Lexington Avenue, New York 17, N. Y.; President, Robert W. Hendee; 1st Vice-President, Hugh H. Cuthrell; 2nd Vice-President, D. A. Hulcy; Treasurer, Edward F. Barrett; Managing Director, H. Carl Wolf (all of 420 Lexington Avenue, N. Y. 17, N. Y.).

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

JAC A. CUSHMAN, Editor.

Sworn to and subscribed before me this 8th day of February, 1950.

(Seal)

LAWRENCE P. BROWN
NOTARY PUBLIC, STATE OF NEW YORK
Residing in Queens County
State No. 41-045800
Qualified in Queens County & N. Y. County
Commission Expires March 30, 1951

Kreuz made president of Milwaukee Solvay Coke

LOUIS G. KREUZ, vice-president and general manager, Milwaukee Solvay Coke Company since May 1, 1949, was elected president of that company on Jan. 17.

Announcement of the election was made by Glenn R. Chamberlain, president, Milwaukee Gas Light Co., of which the Solvay company is an affiliate. Mr. Chamberlain has served as president of both companies since May.

The new Solvay president is widely known in the coke and gas industry, in which he has been engaged for more than 30 years. Following graduation from Uni-

versity of Wisconsin as a chemical engineer he was employed by Consolidated Gas Company of New Jersey.

During World War I he served as an engineer in the explosives division (toluol section) of the ordnance department and after the war joined Michigan Consolidated Gas Company, with which both Milwaukee Gas Light Company and Milwaukee Solvay Coke Company are affiliated.

He served Michigan Consolidated Gas Company in various capacities, including retort foreman, chief chemist, staff engineer, superintendent of production, assist-

ant to the general manager and assistant manager of operations. On May 1, 1949, he moved to Milwaukee to take over management of the coke plant.

Mr. Kreuz is a member of American Gas Association, Detroit Engineering Society, and also of the American Coke & Chemicals institute.



L. G. Kreuz

Philadelphia Coke appointments announced

WB. ROSS, president, Philadelphia Coke Co., subsidiary of Eastern Gas and Fuel Associates, has announced the appointment of Forrest D. Miller to superintendent of manufacture of Philadelphia Coke Company and James P. Templin to assistant superintendent.

Mr. Miller succeeds A. C. Sedlachek, for-

mer superintendent at the coke plant, who has been promoted to engineer in the engineering and research division of Eastern Gas and Fuel Associates. Mr. Sedlachek will transfer to the home office of the parent company in Boston. Mr. Sedlachek will work under the supervision of William H. Earle, formerly president of Philadelphia Coke

Company, who resigned recently to become vice-president, Eastern Gas and Fuel Associates, in charge of engineering and research. Mr. Earle also recently transferred to the Boston Office of the parent company.

Mr. Miller and Mr. Sedlachek are both members of American Gas Association.

Cleveland concern names president

ELECTION of Eric A. Flaschar as president, The Stacey Bros. Gas Construction Co., Cincinnati, to succeed William E. Gruening, has been announced by J. B. O'Connor, board chairman of Stacey Bros. and executive vice-president of Dresser Industries Inc., of which Stacey Bros. is a subsidiary.

Arthur E. Harvey, who joined Stacey Bros. in 1938, was advanced from vice-president to executive vice-president, and Herbert C. Brinkman, who has been with the company since 1926, and its chief engineer for the past ten years, was elected

vice-president.

Mr. Flaschar has been general manager of the Stacey-Dresser Engineering Division of Stacey Bros., which is currently in the process of being moved from Cleveland to Cincinnati, where its operations will be coordinated with those of the parent company.



E. A. Flaschar

Personal
and
otherwise

Todd retires from Pacific Lighting Corp.

SW. TODD, superintendent of operations, Pacific Lighting Corp., Los Angeles, terminated a 40-year career in the gas industry in Southern California when he went into retirement February 1 under the company's uniform pension plan.

A pioneer in the natural gas business in Southern California, Mr. Todd had charge

of the construction of one of the earliest lines built to utilize the rapidly expanding natural gas development. Southern Counties Gas Company laid its first natural gas line in 1914, bringing a supply of gas from the Olinda field into Anaheim.

On December 1, 1919, he resigned from Southern Counties Gas Company to join

Industrial Fuel Supply Co., organized at that time as a pipeline company. He became superintendent and later vice-president.

Industrial Fuel Supply Company carried on its pipeline business under that name until 1940, when it was merged with Pacific Lighting Corporation.

Superior Meter advances Powers

GPOWERS has been elected chairman of the board, Superior Meter Co., Inc., gas meter manufacturers of Brooklyn, N. Y. While taking on the duties of board chairman, Mr. Powers will continue in his position as president of the company. He succeeds John H. Walsh who founded the com-

pany 40 years ago and remained as its president until 1947 when, as a result of absorption of Perfection Meter Co., Inc., he assumed the post of chairman.

Mr. Powers during the war headed the office of Inspector General of the Air Force in the Midwest. He concentrated on improving

the flow of production of material for that branch of the Armed Services. Subsequently he became an officer of Perfection Meter Company and was instrumental in working out the merger with Superior Meter Company which resulted in expanded facilities and distribution.

Manufacturers announce personnel changes

● **Roberts and Mander Corp.**, Hatboro, Pennsylvania—Charles C. James has been elected president of the company, manufacturers of *Quality* gas and electric ranges, to succeed Henry S. Minster who has resigned. Mr. James, who is associated with Stevenson, Jordan and Harrison, Inc., management engineers of New York also became treasurer

of the company replacing William A. Jaeger, who retired.

● **Florence Stove Company**—L. G. Torbett has been made service manager for the company. Mr. Torbett has been sales assistant at the main office in Gardner, Massachusetts.

A graduate of Atlanta Law School, Mr.

Torbett has been associated with the company for 13 years. In his new position he will be responsible for the coordination of service effort and policy for the entire field organization as well as the firm's three plants. He will continue to make his headquarters at the Gardner office of Florence Stove Company.

Weaver and Overbeck promoted by Ohio Fuel Gas

EARL C. OVERBECK has been elected president, The Ohio Fuel Gas Company to succeed C. I. Weaver, who has been elevated to chairman of the board of directors. Mr. Weaver will continue as chief executive of the company until March 1, 1951, when he reaches the company retirement age of 65. Mr. Overbeck and Mr. Weaver are both members of American Gas Association.

In other actions, directors elected William N. Grinstead as vice-president and general manager, James A. Scanlon as treasurer, and Wilbur T. Shinholser as vice-president and chief engineer. Mr. Grinstead and Mr. Shinholser are members of American Gas Association.

Mr. Weaver joined The Ohio Fuel Gas Company in 1930 as vice-president and general manager. A year later he was elected president. Mr. Overbeck began work with



C. I. Weaver



E. C. Overbeck



W. N. Grinstead



W. T. Shinholser

the company 37 years ago as a pipeliner and well tender. Before his latest promotion, he was vice-president of the company.

Mr. Grinstead joined The Columbia Gas System in Pittsburgh in 1929 and was trans-

ferred to The Ohio Fuel Gas Company in Columbus in 1939. Mr. Scanlon started with the system in Pittsburgh in 1922, and was moved to Columbus three years later. Mr. Shinholser joined Ohio Fuel Gas in 1929.

Seattle opens home service department

A NEW HOME SERVICE DEPARTMENT was opened January 30 by Seattle Gas Company at its downtown offices in Seattle, Washington. The department will be directed by Anne Stelzl using the gas company's professional name of "June Holladay."

The company's home service department will be well equipped to assist all homemakers in the general use of gas and gas appliances. A complete, modern gas kitchen has been installed for demonstrations of equipment, and for cooking and baking schools. The com-

pany's big auditorium which seats more than 200 persons will be used for the department's activities.

Miss Stelzl also plans to make frequent home calls on gas users and to speak before women's clubs and school home economics classes. She will work closely with other Seattle home economists and conduct home economics classes from time to time.

Miss Stelzl joined Seattle Gas Company with a wealth of experience in her field. She

is a home economics graduate of Pratt Institute of New York, and gained valuable experience with The Brooklyn Union Gas Co., the consumer service department of General Foods Corp., and with Standard Brands, Inc.



Anne Stelzl

Gas Machinery engineers

RICHARD D. JOLLS has joined The Gas Machinery Co., Cleveland, Ohio, as gas process engineer. Mr. Jolls has a broad experience in plant operations and engineering for the various gas works operated by New England Power Service Co., New England Electric System. He is a graduate of Purdue University.

Vernon J. Pugh has accepted a position with the firm as a field engineer.

Honolulu restores home service department

MRS. WILMA LOHMEYER has been appointed to re-establish and direct the home service department sponsored by Honolulu Gas Company, Ltd. in Hawaii.

Prior to joining Honolulu Gas Company Mrs. Lohmeyer served as Western representative for the Wheat Flour Institute in Chicago. She received her B.S. degree in home economics from Kansas State College and has been associated with University of Illinois as instructor in the home economics department.

She has also served as head dietitian for hospitals and institutions in Kansas, Indiana, Idaho and California.

At Honolulu Gas Company Mrs. Lohmeyer will direct a comprehensive home service program.



Wilma Lohmeyer

Conover named head of Equitable Gas Company

EFFECTIVE MARCH 1, Albert W. Conover was elected president of Equitable Gas Co., Pittsburgh, Pennsylvania. The announcement followed resignation of Ward Perrott who has been acting as president temporarily for the last few years. Mr. Perrott will continue as a director.

Philadelphia Company, Pittsburgh, Pa., which now owns all of the common stock of Equitable Gas, must dispose of its holdings in Equitable Gas in order to comply with the requirements of the Public Utility Holding Company Act. This means that the common stock of Equitable Gas Company will be sold to the public in the near future or the stock will be widely distributed to the present stockholders of the holding company.

Selection of Mr. Conover as president is a step in preparation for the independent ownership and operation of the company. It will be followed by the selection of a number of

representative citizens of the Pittsburgh area to serve on the board of directors of the company and thus insure complete local management.

For the past eight years Mr. Conover has been president and general manager, North Shore Gas Co., which serves the entire suburban section of Chicago between Evanston and the Wisconsin state line. He completely reorganized the properties in that area in 1942 in connection with the company's changeover from manufactured to natural gas operations.

In addition, Mr. Conover is director at large, Illinois State Chamber of Commerce. Prior to his present position, he was vice-president and general manager in charge of operations for natural gas and electric companies in Oklahoma, Colorado and Ohio. In 1939 he received the B. C. Forbes Award for

outstanding accomplishment in public relations and personnel.

Mr. Conover served in World War II as a consultant to the gas industry on the War Production Board for the Middle Western states and the allocation of fuels. He helped in the organization of American Coke and Chemicals Institute and was one of its first directors. He is also a member of Eastern Society of Engineers. He is active in American Gas Association and was a member of the Entertainment Committee for the 1949 A. G. A. convention.



A. W. Conover

Gas industry progress heads NEGA agenda

SIXTEEN PROMINENT SPEAKERS will present a broad picture of gas industry achievements and planning at the twenty-third annual meeting of The New England Gas Association. The two-day sessions will be held at the Hotel Statler in Boston, March 23 and 24.

Opening session on Thursday morning, March 23, will dramatize accomplishments of the New England group, American Gas Association and Gas Appliance Manufacturers Association. Following election of officers and directors, the delegates will be addressed by Clark Belden, executive secretary, NEGA.

Stanley H. Hobson, president, Geo. D. Roper Corp., and president, GAMA, will outline developments from the manufacturers' viewpoint. E. H. Eacker, president, Boston Consolidated Gas Co., will follow with the

annual NEGA presidential address. D. A. Hulcy, president, Lone Star Gas Co., and first vice-president, A.G.A., will discuss expansion of the natural gas industry under the title "A Green Light for the Blue Flame."

At the Thursday afternoon session, delegates will be shown some of the research progress resulting from the PAR dollar. The speaker will be R. J. Rutherford, president, Worcester Gas Light Company. Mr. Rutherford is currently chairman, A.G.A. Committee on Domestic Gas Research, and is a past-president of the New England association.

A prominent guest speaker, Dr. Thomas H. Sanders, professor of accounting, Harvard Business School, will discuss "Corporate Accounting and the Public." Third major address on the Thursday afternoon program will be a talk by an executive of Washington Gas Light Company. His topic will be "Public Relations Phase of Conversion to Natural Gas."

P. T. Dashiell, consultant, United Engineers and Constructors, Inc., will discuss "New Gas Production Processes." An eminent authority on the subject, Mr. Dashiell was formerly vice-president, The Philadelphia Gas Works Co., and was the 1948 winner of the A.G.A. Distinguished Service Award.

Four feature presentations are planned for the Friday morning session. "Gas Appliance Market Surveys" will be analyzed by a partner from Booz, Allen & Hamilton, New York management counsel. Roy E. Wright, director of gas sales, NEGA Sales Corp.,

Cambridge, will follow with a talk on "Gas for New Homes—Public and Private." Mr. Wright is a past-chairman, NEGA sales and industrial divisions.

W. Paul Jones, president, Servel, Inc., Evansville, Ind., will examine "Gas Industry Possibilities." R. L. Towne, sales promotion manager, Rheem Manufacturing Co., New York, will show his audience why "It's Easy to Sell Gas Water Heaters!" He is currently chairman, GAMA water heating promotion committee.

Four other main addresses are slated for Friday afternoon. Opening speaker will be Frank C. Smith, president, Houston Natural Gas Corp., and chairman, A.G.A. General Promotional Planning Committee. Mr. Smith is well qualified to tell the story of "PAR Promotion in '50."

A general interest talk on free enterprise will be delivered next by Thomas M. Joyce, general counsel, Massachusetts Electric and Gas Association. The title—"Time's A-Wasting!"

With the advance of natural gas into the Northeastern United States, prospect of natural gas in New England, the next talk will be particularly timely. Robert E. Ginna, vice-president, Rochester Gas & Electric Corp., will discuss "Natural Gas for New England—Ratewise or Otherwise."

Final event on the program will be an address on the pertinent subject of gas company financing today. The speaker will be a financial authority, Harold H. Young, partner, Eastman-Dillon & Co., New York, N.Y.

Associated organization activities

Employee relations SGA convention topic

WAYS TO IMPROVE RELATIONS with employees will form an important topic for Southern Gas Association's forty-second annual convention March 27-29 at Galveston, Texas.

A featured speaker at the general sessions will be Merlyn S. Pitzele, labor editor of *Business Week* magazine. Two sectional meetings on employee relations—an innovation in SGA—will hear personnel problems discussed by nationally known speakers such as Dr. George S. Benson, Harding College, Searcy, Ark., and Dr. Robert K. Burns, University of Chicago. Two governors, Allan Shivers of Texas and Sidney S. McMath of Arkansas, also have accepted invitations to speak. General convention chairman is J. H. Wimberly, executive vice-president, Houston Natural Gas Corp., Houston, Texas.

The convention is expected to draw 1,200 delegates from 13 Southern and Southwestern

states—an area where SGA members now serve more than 3,500,000 customers directly and several million more indirectly. Convention headquarters will be Galveston's waterfront Buccaneer and Galvez Hotels. Sessions also will be held on the Municipal Pier.

Sectional meetings will be held Monday morning and afternoon and on Tuesday afternoon. General sessions will be held Tuesday and Wednesday mornings. The general session luncheon on Wednesday will feature the address by Governor McMath.

Tuesday morning's general session has Governor Shivers, tentatively, as the main speaker. L. L. Baxter, president, Arkansas Western Gas Co., Fayetteville, Ark., SGA outgoing president, and R. R. Suttle of Dallas, SGA managing director, will present their reports. "Gas Takes the High Road" will be the subject of Hugh H. Cuthrell, president, American Gas Association.



L. L. Baxter
President, Southern
Gas Association



J. H. Wimberly
Chairman, General
Convention Committee

Wednesday morning's gathering will be featured by Labor Editor Pitzele. W. Paul Jones, president, Servel, Inc., will discuss "Old-Fashioned Selling." A report on university short courses will be given by Dr. Frank H. Dotterweich, Texas College of Arts and Industries, and Harry N. Carter, University of Tulsa.

Industrial gas group elects Utterback

MEMBERS of the Midwest Industrial Gas Council have elected Fred C. Utterback, Public Service Co. of Northern Illinois, Chicago, as chairman for the new year. Other officers named during the annual meeting at the LaSalle Hotel in Chicago on January 27 were: vice-chairman—

R. W. Millard, Michigan Consolidated Gas Co., Detroit; secretary-treasurer—Paul F. Gibson, Western United Gas & Electric Co., Aurora, Illinois.

Industrial gas men from all parts of the Middle West heard a varied program which opened with a talk on "Localized

Heating" by Paul Furkert, chief metallurgist, Gas Appliance Service, Inc. Malcolm B. Mackay, utilization engineer, A. O. Smith Corp., Toledo, discussed "The Large Volume Water Heating Load."

J. C. Smith, sales manager, Stroman Furnace & Engineering Co., Franklin Park, Ill.,



1950

MARCH

- 23-24 • New England Gas Association, Hotel Statler, Boston, Mass.
- 27-29 • A. G. A. Mid-West Regional Gas Sales Conference, Edgewater Beach Hotel, Chicago, Ill.
- 27-29 • Southern Gas Association, Galveston, Texas
- 31 • The Maryland Utilities Association, Lord Baltimore, Baltimore, Md.

APRIL

- 3-5 • A. G. A. Distribution, Motor Vehicle & Corrosion Conference, Book Cadillac Hotel, Detroit, Mich.
- 4-6 • A. G. A. Sales Conference, Industrial & Commercial Gas Section, Chase Hotel, St. Louis, Mo.
- 10-12 • Mid-West Gas Association, Hotel Lowry, St. Paul, Minn.
- 11-13 • Southwestern Gas Measurement Short Course, University of Oklahoma, Norman, Okla.
- 17-18 • A. G. A. Eastern Natural Gas Regional Sales Conference, Hotel William Penn, Pittsburgh, Pa.
- 17-19 • National Conference of Electric and Gas Utility Accountants, Brown Hotel, Louisville, Ky.
- 20-22 • Florida-Georgia Gas Association, annual convention, Biltmore Hotel, Palm Beach, Fla.
- 25-26 • A. G. A. Domestic Gas Research and Utilization Conference, Hotel Statler, Cleveland, Ohio
- 27-28 • Indiana Gas Association, French Lick Springs Hotel, French Lick, Ind.

MAY

- 1-5 • A. G. A. Commercial Gas School, Hotel Gibson, Cincinnati, Ohio
- 4-5 • Oklahoma Utilities Association, annual meeting, Biltmore Hotel, Oklahoma City, Okla.
- 8-9 • A. G. A. Natural Gas Department, Spring Meeting, Mayo Hotel, Tulsa
- 8-11 • Liquefied Petroleum Gas Association, annual convention and tradeshow, Palmer House, Chicago, Ill.
- 8-12 • American Foundryman's Association, Cleveland, Ohio (A. G. A. will exhibit).
- 16-18 • Pennsylvania Gas Association, Galen Hall, Wernersville, Pa.
- 22-24 • A. G. A. Production and Chemical Conference, Hotel New Yorker, N.Y.
- 23-26 • National Restaurant Association, Navy Pier, Chicago, Ill. (A. G. A. will exhibit)
- 25-26 • The Natural Gas and Petroleum Association of Canada, annual convention, Prince Edward Hotel, Windsor, Ontario
- 28-30 • GAMA annual meeting, Greenbrier, White Sulphur Springs, W. Va.
- 29-31 • Fifth Annual Short Course in Gas Technology, Texas College of Arts and Industries, Kingsville, Texas



Fred C. Utterback (left), newly elected chairman, Midwest Industrial Gas Council, presenting testimonial certificate to retiring chairman Bert H. Roberts in recognition of services

assisted by Don B. Hamilton, Petersen Oven Co., presented an informative address on "Melting Furnaces—Ferrous & Non-Ferrous." The meeting closed with a paper on "Review of Developments of Dual Burners" by George C. Davis, North American Manufacturing Co., Cleveland.

Restaurant show

(Continued from page 24)

Newark, N. J.; Sellers Engineering Co., Chicago, Ill., and Vulcan-Hart Mfg. Co., Louisville, Kentucky.

The Restaurant Show affords an opportunity for commercial gas men and restaurant operators to see at first-hand the new appliances and what is being done to promote more efficient kitchen operations in the volume cooking field.

This show, which is heavily attended by operators from all over the country, has the reputation of being the best show in its field for sales made during its run.

A. G. A. Food Service Equipment Committee, E. V. Fineran, Washington Gas Light Co., Washington, D. C., chairman, will meet on May 22, the day before the show opens.

Industrial relations

(Continued from page 28)

operations of the company with the number and length of such work assignments "tailor-made" to meet the needs of the individual and to serve the best interests of the company. Objective is to provide an opportunity for specific training in various operations of the company's business for selected management employees with the over-all objectives, first, of improving their capabilities in their present jobs by giving them a working knowledge of other operations of the company, and second, preparing them for more responsible positions which may be available in the future.

Maximum amount of time to be spent by

any one individual in the program will be about 18 or 20 months and the number of individuals involved in the program at any one time will generally not exceed 12.

Research leads way

(Continued from page 29)

cerns the application of automatic lighting of commercial gas cooking equipment. The preliminary phase of this project, an engineering study of the problem, has been completed and is being prepared for publication.

The publications described are available at nominal cost. They may be obtained from American Gas Association, 420 Lexington Avenue, New York 17, N. Y., or directly from the Laboratories at 1032 East 62nd St., Cleveland 3, Ohio.

The valuable data presented in these research bulletins and reports will be realized in practical improvements in commercial gas cooking equipment. Saleswise, there is no question but that the commercial gas appliance industry will be in a better competitive position than ever before. Moreover, the Laboratories' Approval Seal is becoming the commercial man's symbol of tested and approved equipment—his guide for the selection and sale of safe, durable, and efficient appliances.

Argentine expert

FOLLOWING COMPLETION of a 1,100-mile natural gas pipeline in Argentina, the government of that country has sent to the United States one of its top technicians, Felix F. Blanco. Mr. Blanco will study different aspects of the operation and maintenance of large natural gas pipelines.

He played a prominent role in construction of the new Argentine natural gas artery and was chief inspector in charge of the supervision of steel pipe manufacture for the new pipeline. Due to his efforts it became possible to fabricate in Argentina steel pipe similar to that made in the United States. Mr. Blanco also served as chief of the cathodic protection service division.

Considered the leading authority in Buenos Aires on steel pipe fabrication and an expert on pipeline instrumentation, he was recently appointed chief of maintenance and operation for the new natural gas line, one of the most important works in President Peron's "five-year plan."



Felix F. Blanco

Personnel service

SERVICES OFFERED

Industrial Relations—Ten years' experience: services to operating management, supervisory and job training, labor laws, employee booklets, policies, procedures, benefit plans, wage studies, administration of collective bargaining agreements, research, reports. College graduate, skilled writer with legal training, married. (44). 1639.

Chief Engineer—Desires connection organization manufacturing gas, oil fired domestic heating equipment. Must be position to back up engineer with necessary facility to do real engineering job. 24 years' experience; can take full charge of design, development, testing, obtaining approval new models. Location not important to right organization. (43). 1640.

Fuel Technologist—B.S. 1950—Pennsylvania State College—seeks opportunity in production or control work in gas industry. Northeastern area preferred. (22). 1641.

Combustion Engineer—Wide natural and manufactured gas experience in regional and industrial plant surveys and reports showing costs versus competing fuels, using live, specific information on Utilization in American industry. 1642.

Operating Executive—First class education. 12 years' all phases manufactured gas. Labor relations and contract negotiation. Five years' research and development during war. At present in charge very large blue gas plant making synthesis gas for chemical processing. Excellent reason for making change. Eastern location. 1643.

Editor: Experienced writer (edit, rewrite, news, personals, markets, financial and corporate). Knowledge of layout and make-up. Proofreading and giving final O.K. Typist. College graduate capable of turning excellent background and training to good account in any worthwhile endeavor. Industrious, animated, personable. Opportunity more important than remuneration. 1644.

Appliance Sales Manager—successful background of appliance sales to customers and dealers. For the past twenty years directed retail and wholesale utility sales organization. Experience includes all phases of sales training—conducting sales meetings—assisting dealers—working with salesmen, etc. Desires position with manufacturer greater New York and Long Island. 1645.

Well known new business **Manager and Utilization Engineer** returning from overseas Army assignment. Twenty years of outstanding results in customer relations has been followed by eight years of duty as world-wide intelligence specialist and military governor with superior ratings. Assumes responsibility and authority easily and combines them with judgment. 1646.

Editor and Production Man employed for thirteen years by large company. Edited and produced house organ and advertising, layout and most of the writing. Experience in writing press releases and radio spots. Desires position with employee or trade association publication, or in public information field. Married. Law School graduate. (34). 1647.

POSITIONS OPEN

Eastern Manufacturer of steel furnaces and furnace pipe and fittings seeks **plant manager** capable of directing all phases of plant activity—production, administration, design, engineering, and selection of tools and dies, and product development. Must be experienced in

design, engineering, testing, installation, and servicing of gas, coal, and oil fired furnaces. Write for appointment stating in detail past experience, education, references, and remuneration expected. 0573.

Controller—Medium size natural gas utility in mid-southern city has opportunity for accountant who has held position of Assistant Controller or is well versed in all phases of utility accounting, procedures, statistics, and budgets. Must have executive ability and desire to put forth tremendous effort to put into effect proper accounting procedures in this progressive utility. Reply will be received in strictest confidence, and should include resumé of education and experience and salary requirements. 0574.

Gas Engineer to take charge of production and maintenance in a medium size, modern water gas plant using heavy oil. Combination company located in Southern New England. Ability to train and handle men, maintain good housekeeping and keep equipment in proper repair through a preventative maintenance program—essential requirements. Excellent opportunity for experienced man. Reply fully giving age, education, experience, references, salary required and enclose snapshot. All replies strictly confidential. 0575.

Junior Commercial Sales Engineer for gas utility in Southeast soon converting to natural gas. Excellent opportunity for young sales engineer. Give education and experience, age and marital status. Enclose small photo. Advise salary expected. 0576.

Junior Heating Engineer—Gas utility soon converting to natural gas. Location in southeast. Excellent opportunity for young engineer. State age and marital status together with outline of education and experience, include small photo. Advise expected salary. 0577.

Public relations

(Continued from page 13)

would have been required for one 36-inch advertisement in 56 weeklies and four dailies. Moreover, the tour achieved a far more lasting public relations impact than a single advertising insertion.

The company's president and its di-

rector of public relations are well aware that good public relations themselves are not the full story. Mr. LaFaso explained it this way.

"Good public relations must be backed up by good deeds. You just can't be a stinker and convince the other fellow that you smell like a rose. You have to do good, then tell your employees and

the public about it."

This is obviously a continuing process. Company officials are sold on the idea that "You can't afford not to invest in public relations. Good public relations," they say, "are worth far more than the time and money spent. There is no known substitute for public understanding and confidence."

Your A. G. A. library

(Continued from page 19)

An unusual pamphlet in the collection is *Prices Charged for Gas in Various Cities of the United States from 1885 to 1907, Inclusive*, compiled by Milwaukee Gas Light Company in 1907.

Rare items are headed by an early cash book (October 11, 1873 to September 30, 1882) of the Gas Light Association of the United States. Collectors have expressed interest in another prized item—corroded pieces of the Murdock's Original Gasholder from England. The holder was first used for coal gas about 1798.

The library's extensive files cover such subjects as: accidents, accounting,

anniversaries, biography, calorific value, carbon monoxide, commercial operations, competitive fuels, construction, distribution, education, electricity, finance and economics, history, laboratory tests and reports, LP-gas, management and ownership, modification of gas, production of gas, publicity and advertising, rates, raw materials, residuals, standards, station measurement and storage, utilization.

It's your library—ready to serve members of the Association and non-members with pertinent information on the gas industry. Its staff is in a key position to acquire, organize, evaluate and coordinate information of reference value.

First objective of this library and its staff is service. Appreciative comments from scores of persons and groups which have used this service illustrate a now famous quotation. In the words of Benjamin Franklin: "An investment in knowledge pays the best interest."

The "interest" derived from intelligent use of the A. G. A. library can amount to savings of thousands of dollars in company expenditures, important savings of executive time, or personal accomplishment which would have been impossible any other way.

Further information is outlined in a booklet "Your A. G. A. Library." Free copies can be obtained from the Librarian, American Gas Association, 420 Lexington Ave., New York 17, N. Y.

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